

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



HERE'S A STORAGE promotion that really sparked the sales force. Drivers are working Saturdays and evenings on their own time to win the contest. For details see page 34

Here's a new plant that can't miss . . . see page 30

How garment sizing boosts sales . . . see page 50

Safety tips for electric equipment . . . see page 67

MAY, 1957

*dust and lint in your solvent
can clog filter screens*

—use

HYFLO

**—it protects screens,
keeps pressures low**

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO



THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



How top quality
BUCKEYE
CLEAN CHARGE®
 puts promotional
 power behind
 increased demand
 FOR
**"LINT-FREE
 CLING-FREE"™**
**DRY CLEANING
 PROCESS†**



WIDESPREAD NATIONAL ADVERTISING

to consumers—in popular magazines like *Ladies' Home Journal*, *McCall's*, *Parents'*, *Glamour*, and many, many others!

STRONG TIE-IN NEWSPAPER ADS

—hard-hitting, inexpensive advertising that really pays dividends . . . in increased sales . . . in establishing *your* plant as a modern quality dry cleaner!



and now **ANOTHER great business builder—
 with terrific tie-in strength!**

New "DYP"™—made with the same anti-static action provided by Buckeye Clean-Charge®—leaves garments free from clinging. Makes extra sales for you while selling customers on the "Lint-Free Cling-Free"™ Dry Cleaning Process†.

NEW "DYP"™
**NATIONALLY
 ADVERTISED**

—eliminates clinging from lingerie, slips, nightgowns, and other garments that are usually hand-laundered.

BRING CUSTOMERS IN FOR A 1-OUNCE SAMPLE BOTTLE

**TIE-IN YOUR DRY CLEANING
 PROMOTION ON "DYP"™! ORDER
 TODAY!**

Limited quantity. Packed 50 per case in individual display cartons, with space on back of cartons for stamping your own name.

Freight prepaid from Dayton, Ohio

8-OUNCE BOTTLE
 In attractive self-display.
 Packed 12 per case.

U.S. Pat. No. 2729576;
 Canadian Pat. No. 528758; other patents pending.
 *Trademark of The Davies-Young
 Soap Company

The Davies-Young Soap Co.

Box 995

Dayton 1, Ohio

Please send me further information on "Dyp"™

Name _____

Plant _____

Address _____

City _____

State _____



Producers of Quality Products for the
 Cleaning and Laundry Industry Since 1844



*"Boost that bag order
to 7500. Joe..."*

*business
is great!"*



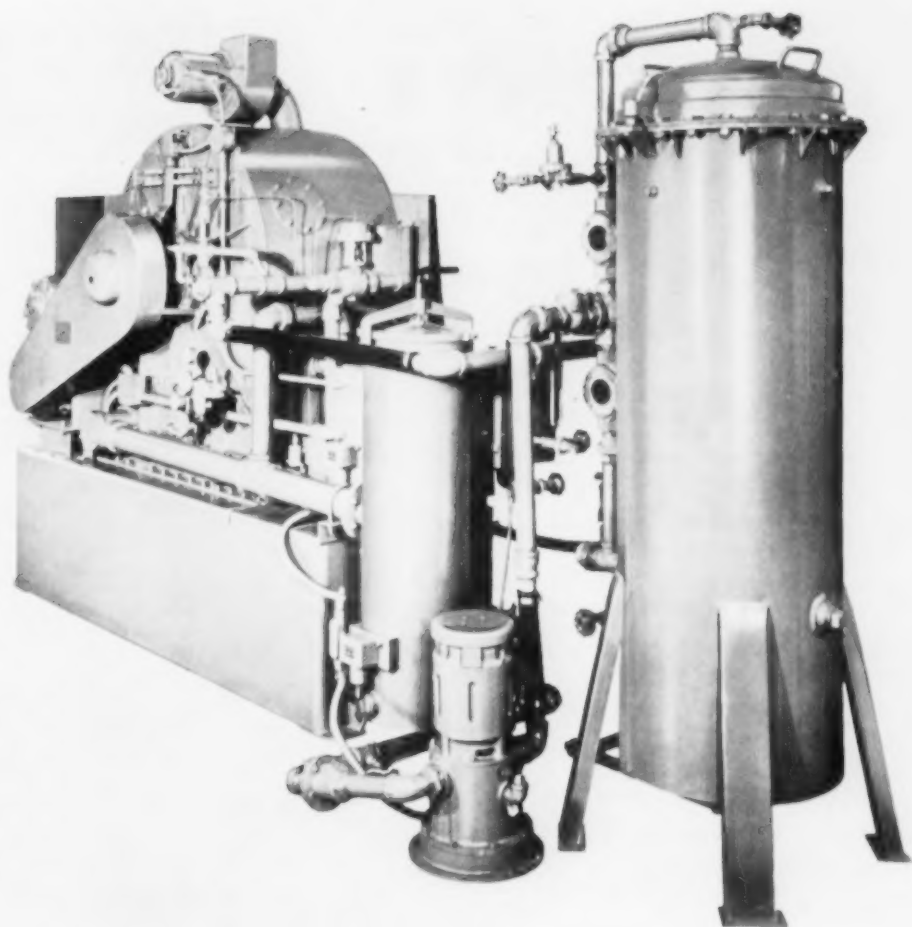
Definitely, DIAMOND PERCHLORETHYLENE adds new life to the garments going out over your counter. And we've noticed that DIAMOND PERCHLORETHYLENE often puts new life in the business itself—new enthusiasm, new customers, new profits!

Unusually high stability makes DIAMOND PERCHLORETHYLENE an economical buy. Ask your local

DIAMOND Representative for the name of the DIAMOND Distributor nearest you. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



NATIONAL CLEANER & DYER



U.S. Hoffman Machinery Corp. uses Marlow Pumps exclusively for its new Jet 445 Perchloroethylene Dry-Cleaning Machines. The "cold" unit for fully-automatic, single or two-bath operation, shown above, uses a space-saving Marlow Vertical Self-Priming Pump to circulate solvent from the filter to the washer-extractor cylinder.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS • MIDLAND PARK, NEW JERSEY
DIVISION OF BELL & GOSSETT COMPANY • *Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas*

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MAY, 1957

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CLEANER & DYER

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Thank You

We are grateful for the tremendous response to our December issue devoted to charged-system cleaning. Within days after its publication, all extra copies had been snapped up by cleaners and manufacturers. Continued heavy demand has resulted in the reprinting of the editorial content into booklet form. The supply of booklets is diminishing rapidly, too.

This response points up the need that existed in the industry for a factual roundup of specific information on what has been an extremely controversial subject. Your enthusiasm prompts us to promise to continue to air trends and developments that affect your business.

To bring you the problems, and the answers, is the prime reason for the existence of this publication. Reader reaction tells us we are doing that job, and it is gratifying.

Conventions and Lobsters

The two go hand in hand, especially when the convention is held in a famous seafood center like Atlantic City. An old friend made a further comparison during the recent National show. Ted Besisle, the well-known cleaner from Woonsocket, Rhode Island, had this to say:

He stated that he is absolutely mad about lobsters. Each time he finishes one, it seems to be the best he ever ate. But when he sits down to another lobster feed, that one is even better. Ted has the same reactions to the conventions.

With that I must concur. The National Institute of Drycleaning, the speakers and the exhibitors certainly outdid themselves in Atlantic City in March. It's hard to see how they can improve the next one, but I'll bet they do.

Thought for the Month

When the going gets tough, the tough get going.—Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER,
305 East 45th Street,
New York 17, N. Y.

Longer cleaning cycle provides greater water-soluble soil removal

RECENT DEVELOPMENTS have confirmed what you have long suspected. Namely, that a longer running time in the charged solution results in surprisingly higher water-soluble soil removal.

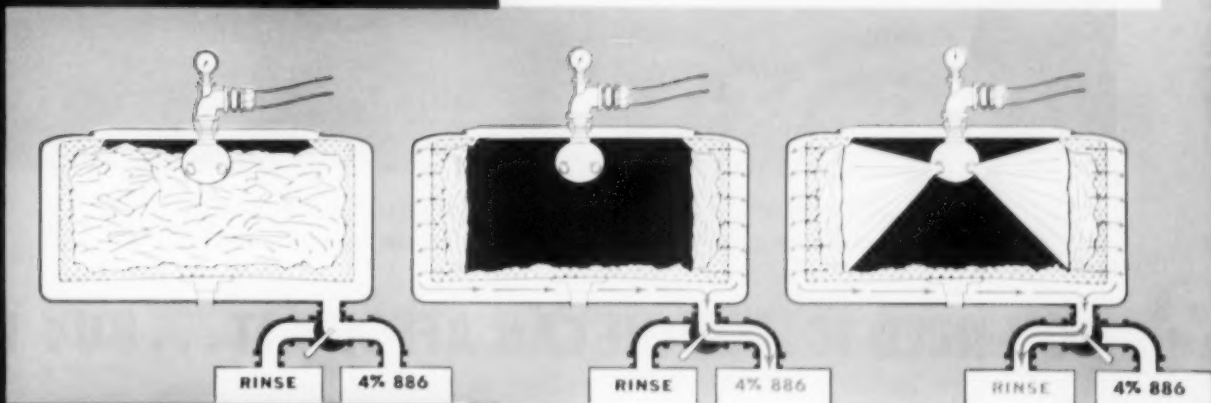
It has long been recognized that a longer cleaning cycle with more mechanical action gives higher reflectometer readings with swatches soiled with carbon black or other insoluble soil.

However, it was not until a much later date that convincing evidence was released by a neutral authority which confirmed the belief that longer cleaning cycles and additional mechanical action were equally instrumental in the removal of food, perspiration and other water-soluble soil.

Regardless of the type of solvent used, and regardless of the efficiency of the formula used in the charged system, a 30-minute run in the filtered charge will produce far greater water-soluble soil removal than a 15-minute run in the same charge. Yes, even greater than a 20 to 25-minute run. The longer exposure to the charge removes food and perspiration stains not removable in a shorter time of exposure.

When rinsing is performed in the extractor it is practical and economical to allot more time for cleaning in the charged system, as the washer is used only for cleaning and not for extracting and rinsing. The longer exposure to the charge, and the added mechanical action, results in the near-elimination of wetcleaning which pays big dividends in the reduction of productive labor costs. The EXTRACTOR-RINSE* process is of especial interest to those who fully recognize the benefits from a longer cleaning cycle in the charged solution, as it relieves the washer from all rinsing or extracting operations and permits a full 30-minute run in charged solution with an exceptionally low ratio of investment in machinery to pounds of fabrics cleaned.

**HERE IS HOW STREET'S CONVERTS
YOUR PRESENT EXTRACTOR
FOR RECOVERING AND RINSING
THE 4% CHARGE...**



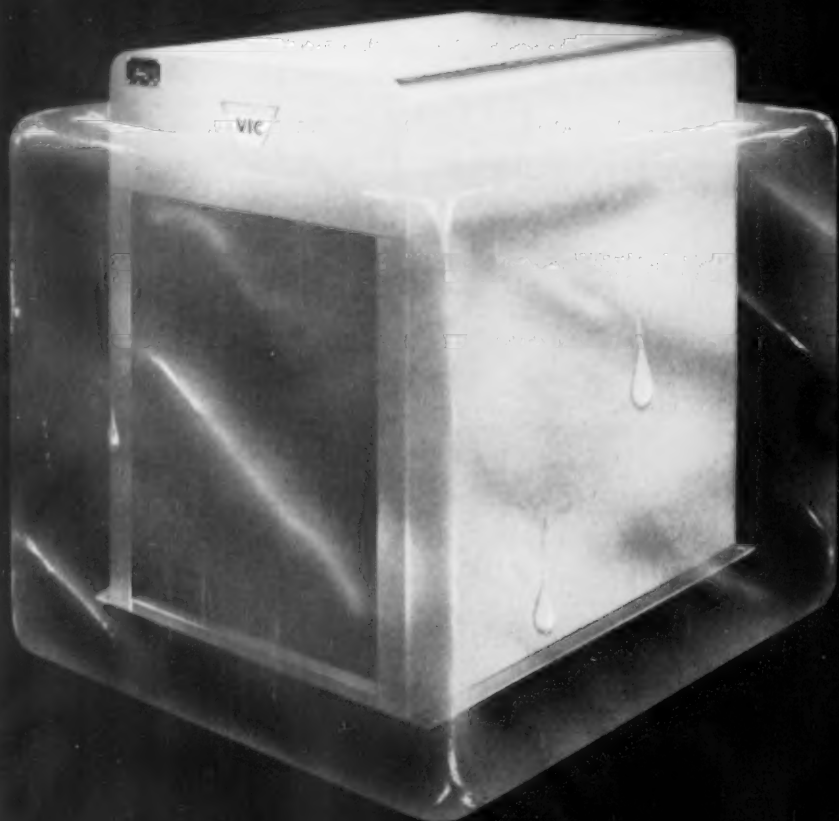
Street's EXTRACTOR-RINSE* process utilizes your separate extractor for (1) extracting after soaping; (2) rinsing; and (3) extracting after rinsing. Relieved of these three operations your washer may be utilized for a full 30-minute run on 4% charge for maximum water-soluble spot removal. There is no substitute for running time.

Write for free copy of illustrated Bulletin No. 5443 which offers other interesting details pertaining to EXTRACTOR-RINSE*. R. R. STREET & Co. INC. 561 W. Monroe St. Chicago 6, U.S.A.

* EXTRACTOR-RINSE is a registered trademark of R. R. STREET & Co. INC. U.S. PAT. 2,811,111. FOREIGN PATENTS. U.S. PAT. 2,811,111. FOREIGN PATENTS. U.S. PAT. 2,811,111. FOREIGN PATENTS.

It's a proven fact . . .

VIC'S WATER CHILLER CONTROLS SOLVENT TEMPERATURE WITHIN 3° RANGE ALL YEAR 'ROUND!



**LOWEST-PRICED WATER CHILLER ON THE MARKET
CAN BE INSTALLED INDOORS OR OUTDOORS**

YOU NEED IT . . . YOU CAN AFFORD IT . . . BUY IT!

*Now available, new booklet on
Vic line of refrigeration equipment.
Write for your copy today!*



Dept.
NM-245

*dedicated to helping
your business grow*



Confucius say: Cool solvent mean cool cash!
Dry cleaner who cool solvent with
Vic's Water Chiller wind up
keeping solvent!



MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

CAPACITIES FROM 20 TO 100 LBS. PER LOAD • SALES AND SERVICE IN ALL PRINCIPAL CITIES

NATIONAL CLEANER & DYER

The right prescription for writing ink stains



That's Wilson's

WriteGo[®] ...

the modern one-step remover for all water-base ink stains

EXTRA

Use WriteGo to remove fruit and vegetable dye stains too. It works like a charm.

When it's a WILSON "GO" product it's a better stain remover . . . because it's made by stain removal specialists, backed by 30 years of leadership.

Don't waste time fussing with stains from fountain pen inks. Remove even permanent types quick as a flash with WriteGo. Just apply a few drops of WriteGo . . . heat . . . and flush with steam. Its fast "solvent-action" does all the work, eliminating the danger of damaging fragile fabrics by rubbing or brushing. No need to re-clean garments after spotting with WriteGo either.

WriteGo is safe and sure, inexpensive too — a "must" on every modern spotting board. So go modern . . . go WriteGo today.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers are our only business"

AceCo—the press with **ADVANCED DESIGN**

Advanced design makes today's AceCo press the ultimate in modern, labor-saving finishing equipment. Many new, outstanding features guarantee fast, easy operation and minimum maintenance.



Fast operation means greater protection

Speedy head action—simple construction gives quick instant-response head action. Lightweight, self-aligning, cast-aluminum head has yoke mounted on needle bearings for fast, free movement. Double Twin Retriever Springs and Hydraulic Snubber return head to open position quickly, smoothly.

Fast steaming—direct, simplified steam flow assures fastest possible steaming from both buck and head. Double-Handle Control permits steaming while head is open, descending, or in pressure.

Fast vacuuming—instant, straight-flow vacuum saves time, speeds finishing.



Easy operation means greater operator efficiency

Exclusive twin controls (bar control beneath table, handle control on head) for fast, effortless operation—give operator choice of two ways to quickly lower head with most natural hand motion.

Handy finger lever for either locking or not locking head in high pressure.

Low-set, easy-action treadles for high pressure, buck steaming and vacuum.

Proper finishing pressure for all types of fabrics can be obtained by varying foot pressure on high-pressure treadle—easily visible gauge shows amount of finishing pressure being applied.



Easy maintenance increases productive time

Simplified, advanced design has minimum number of working parts, all easily accessible. Adjustments are made quickly, easily.

Phenolic-composition covered table is wear and heat resistant, easy to keep clean and new looking.



Optional features

Cat-Tongue Grid Plate for wools and Luster Plate for silks, assure safe, fine quality, sheen-free finishing of all types of garments.

Exclusive Hamilton Spring Padding improves finishing quality, reduces button breakage, cuts padding costs and allows faster distribution of steam from buck.

AceCo Presses are available in Utility, Mushroom and Pants Leg Models. For complete information clip and mail coupon.

AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO

Division of The American Laundry Machinery Company



American Cleaners Equipment Company
Cincinnati 12, Ohio
*I would like more information on AceCo Presses
with advanced design.*

ALM-477

NAME _____

CARE OF _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

You can expect more from

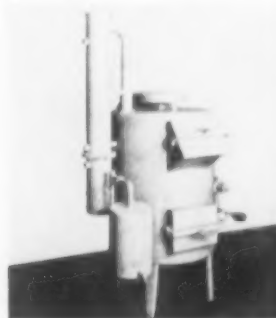
American



NEW PRODUCTS

AND LITERATURE

Pantex Designs New Reclaimer



Perk-x-tractor, a new device for recovering solvent, uses a motor-driven paddle to agitate the sludge. Developed by Pantex Manufacturing Corporation, this machine completes the extraction process in 30 to 60 minutes, using low-pressure steam (1 to 5 pounds). Passing through the sludge the steam rises to the top without straining the boiler capacity, the company claims.

At the end of the extraction period the recovered solvent is clear and the sludge has become a light, dry powder, which is ejected from the machine mechanically.

For a free bulletin on the Perk-x-tractor write to Pantex Manufacturing Corporation, 521 Roosevelt Ave., Pawtucket, R. I.

Pile Coat Carder-Glazer

A 1½-pound hand model, electrically heated carder-glazer for finishing Orlon-Dynel pile garments is being offered by the Fur-Feel Corp. It is also useful for fleeces, alpacas, cashmeres, fur fibers, etc. The device is part of a package which in-

cludes prespotter and heat conditioning chemicals to be used with the same fabrics.

The model is less than 10 inches in length, with a 4-inch carder-glazer finishing head. According to Harold Friedman, sales manager for Fur-Feel, the device effectively reduces the clumped or matted look found on many pile garments. It is also claimed that no special skills are required to operate. Any electrical outlet may be used for connection.

In addition to the carder-glazer, Formula 101 prespotter and Formula 404 heat conditioning spray, in sufficient quantity to be used on as many as 75 garments, are included in the package offering.

Further details may be obtained by writing to Harold Friedman, Fur-Feel Corp., 238 Eagle St., Brooklyn 22, N. Y.

Speedy Shirt Packager



One operator can package four or more complete neat and sturdy bundles a minute with the new Specialty Bag-Pak, according to the manufacturer, Clear-View Packaging Co. This new shirt packaging device is designed to speed bag opening and filling and provide simple, economical operation.

Occupying a minimum of floor space, the machine features bag and shell rack within easy reach of the operator, single-lever control, extension table and tape-machine shelf. It handles assorted sizes of bags and shells, accommodating from two to eight shirts.

The Specialty Bag-Pak is composed of solid-oak frame, stainless-steel chutes and has steel-angle legs. A reusable container is included for convenience.

A brochure on this device is available from Clear-View Packaging Co., 8220 Stony Island Ave., Chicago 17, Ill.

Prosperity Designs 2-Bath Unit, Recovery Tumblers



A new synthetic cleaning unit, complete with recovery tumbler, has been introduced by The Prosperity Company, Inc. Called the Econo-matic, the unit is a 36-pound, two-bath, open-pocket machine and is fully automatic. The Econo-miser, Prosperity's new 36-pound recovery tumbler, goes with the Econo-matic.

Prosperity states the companion machines were engineered to give high production, the Econo-matic cleaner producing five 36-pound loads with a one-bath operation. With a two-bath system the unit is said to turn out three 36-pound loads.

Other Econo-matic features include a double button trap, extractor interlock and full-capacity distillation.

Also offered by Prosperity is a new fully automatic recovery tumbler, the Auto-miser. This 36-pound capacity machine is equipped with a program timer



which provides variable drying time with automatic cool-down, deodorizing and water control. The manufacturer reports the Auto-miser is an ideal tumbler for use with the Econo-matic or with Prosperity cleaning units in the 6, 7 or 8 series.

Address further inquiries about these machines to The Prosperity Company, Inc., 125 Marcellus St., Syracuse 1, N. Y.

Anniversary Truck Line Presented



One of the featured models of the anniversary truck line introduced by International Harvester Company is the light-duty Model A-110. Distinctive styling, a high-efficiency truck engine and greater driver comfort and maneuverability are the special characteristics noted by the manufacturer. Rated at 4,200-5,400 pound gross vehicle weight the A-110 has a 7-foot panel body and offers optional

third curbside door. It is powered by a 141 hp. engine with a 154 hp., 264 cubic inch engine optional.

The new International A-line offers a complete selection of models from 4,200 to 33,000 pounds GVW in four- and six-wheel and all-wheel-drive conventional and new cab-forward design. A choice of five gasoline and four LPG-fueled valve-in-head, six-cylinder engines is available. Horsepower ratings of these high-torque powerplants range from 112 to 154. Design features of the line include a new 65-inch-wide cab and a sweeparound windshield that offers 1,181 square inches of visibility.

Continued on page 104

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Jean Smart says:

"How would you like to get involved?"

**There's 10,000,000 new, profitable dollars
if you're prepared!"**



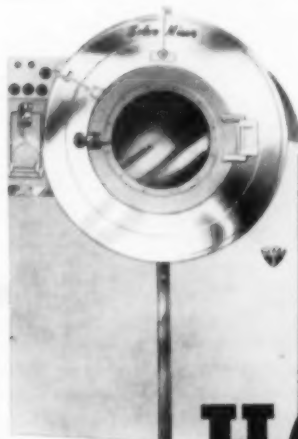
To cash in on the lush new business of cleaning thermoplastics . . . those deep-pile, furlike fabrics . . . you need *accurate control*, particularly in your reclaimers. Now you can order a Special Automatic Group of controls with the Hoyt Series "57" Super Fast Solvo Miser to provide the precision you need to handle this tricky but profitable business. The new Hoyt Triple Dial Control is the last word in Automation—permits complete flexibility of any or all cycles—reclaiming, cool down, or deodorizing—flexibility never before obtainable in solvent reclamation control . . . the operator has only to set the dials and is then free for other duties.



Temperature control—a must in cleaning heat-sensitive pile garments. Temperature is exactly maintained merely by setting a dial.

Our new Loadtrol permits you to vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring gentle tumbling, can be tumbled at slow speeds for full aeration and fluffing. If desired, you can completely stop the cylinder and still have reclamation! The new Loadtrol allows the operator full freedom of speed selection—another Hoyt first!

Automatic Water Cut-Off—Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting—to shut off the water.



With the **Special Automatic Group** you get an attractive, ever-clean Stainless Steel door casing and, of course, all the exclusive features of the regular Series "57" Solvo Miser—King Size Lint Trap, Removable Front Panels, Wide Selection of Sizes.

HOYT



Mister, here's the machine that equips you to go after that \$10,000,000.00 market—Let's go! Mail the coupon today.

Make more profits automatically

**HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Mass.**

Mail me today information on the Special Automatic Group Solvo Miser.

Name _____

Company _____

Address _____



New A-Line models range from 1/2-ton Pickups through 33,000 lbs. GVW Six-Wheelers.

NEW ACTION-STYLING! MORE USABLE POWER!

Here is the crowning achievement of fifty years of quality truck production—the great new Golden Anniversary INTERNATIONAL Trucks!

They're *Action-Styled* with fresh, clean functional lines that set a new style pace.

They're powered by new engines that put out more *usable* horsepower—including the most powerful "six"

available in its field! They have exclusive new cab mountings for quieter, more level ride. New brakes, new steering, new frames—and many other new features.

The result is a new line of trucks that—more than ever before—are built to cost *least* to own!

See and drive these newest INTERNATIONALS today! International Harvester Company, Chicago.

Trucks Unlimited...Powered for Modern Traffic...Plus Modern Comfort

Handsome "Golden Jubilee" Pickup with the *longest* all-steel body in its class. Only Panel with third door. New 8-passenger Travelall® models. New cab-forward models with ideal 89 inch BC dimension. Tractors to 48,000 lbs. GCW. Wide range of all-wheel-drive trucks.

Redesigned engines produce *increased* power without strain from new combustion chamber and valve position... more usable power that's "bred for the job"... at low rpm to keep operating and maintenance costs low. New quick-starting 12-volt ignition.

Biggest windshield—1,181 sq. in.—and *widest* cab in their class! New "Silent-Vent" door wings. New, wider front and rear springs. Exclusive level-riding 5-point cab mounting. Bigger brakes with more lining area, larger cylinders and boosters for quicker, easier stops.

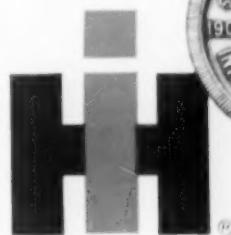


Other INTERNATIONALS, to 96,000 lbs. GVW, round out the world's most complete line.

NEW Golden Anniversary **INTERNATIONALS**

Cost least to own!

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors



SIGNS of the TIMES

Public Service: A drycleaner has been named the Most Distinguished Citizen of 1956 of South Buffalo, N. Y. Recipient of this honor was Gerard R. Shanley, proprietor of Shanley's Fancy Dry Cleaners, who was honored for his public-spirited services and contributions. Special mention was made of Mr. Shanley's policy of giving free drycleaning service to members of the military service since the beginning of the draft in 1940.

Spot-Rite Cleaners, Paterson, N. J., in conjunction with another firm, will finance one boy at the Jersey Boys State Convention. This meeting is sponsored by the American Legion.

Gemmell's, Inc., Verona, N. J., is cooperating with the Service League of Verona, Inc., in a drive to collect clothing for charitable purposes. Gemmell's will dryclean all garments collected for this purpose free of charge.

The Bayonne (N. J.) Chamber of Commerce has appointed Vincent Mastrella chairman of the Miss Bayonne Pageant. Mr. Mastrella is the proprietor of Jimmy's Cleaners of that city.

Earl A. Hanson, president of Gough-Lamb Cleaners, Inc., Middletown, Ohio, will head the retail service and professional division of the youth building fund campaign. The drive is being sponsored by the Middletown Civic Association.

A titling plan has been instituted by Robins Hood Cleaners, Detroit, Mich. Owners John Abby and Ed Woelke donate 10 percent of cleaning bills to any charitable nonprofit organization in the city. Stamped on the back of each bill issued is a statement noting that the customer wants 10 percent of the amount contributed to a certain cause. Duplicates of these statements are turned over to the charity of the customer's choice and returned by the organization to the cleaners, who then donate the money as requested.

B. F. (Bill) Agee, executive in Vogue Laundry and Cleaners, has been named president of the Tampa (Fla.) Rotary Club.

The use of a large show window has been donated by Joe Michaelson of Meadow Cleaners, East Meadow, N. Y., to any charitable institution.

Irving Kleinfeld, Marvel Cleaners, N. Y., was appointed chairman of the Cleaners Division of the New York City Cancer Committee's 1957 April Cancer Crusade.

The Commerce and Industry Committee for the 1957 Brooklyn (N. Y.) Red Cross Fund Drive named Leon Miller, treasurer of Read Stores, Inc., chairman of the Cleaners and Dyers Division. His vice-chairman was Joseph Ecorow, president of the Home Carpet Cleaners.

##

Dallas Honors Lady Cleaners: Drycleaning industry prestige has received a boost in the persons of Miss Dee Haney and Mrs. Hattie Floyd. Owners and operators of Dee and Hattie Specialty Cleaners, the sisters were chosen as the most outstanding business women of Dallas, Texas, for 1957. Given by the Altrusa Club of Dallas, the annual award honors an outstanding local businesswoman who began a business after reaching 40 years of age and has made a success



of it. The presentation was made by Dr. Nina Fay Calhoun (center) at an award dinner. Looking on are Miss Dee Haney (at left) and Mrs. Floyd.

The story of the Dee and Hattie Specialty Cleaners, which specializes in de luxe drycleaning, was told in the May 1956 issue of *THE NATIONAL CLEANER & DYER*.

##

SBA Management Training: The Small Business Administration has instituted a program of management courses designed to be of practical value to the small businessman. This program has grown from two pilot courses given in the spring of 1954 to the point where more than 6,000 businessmen have attended 218 courses.

Classes are usually held one night a week for an average of eight weeks. They are given all over the country and the SBA reports that businessmen often travel several hundred miles to

attend. Universities, colleges and distributive education centers participate in the co-sponsored courses.

Subjects covered include such topics as policy organization and control techniques, how to meet long and short-term capital needs, how to develop more business, cost and record keeping, human relations and planning for future growth.

For complete information about this program write to the Small Business Administration, Washington 25, D. C.

##

Drycleaning Ordinance Defeated: A resolution to regulate the hours for over-the-counter drycleaning establishments was rejected by the Paterson, N. J., board of aldermen. The United Cleaners Association of Paterson had sought to establish a 7:00 a.m. to 6:00 p.m. day. Since the measure did not affect the public health, safety or welfare, it was deemed invalid by the board.

##

Women's Group Honors Cleaner: Cliff Waterfield has been named "boss of the year" by the Eustis (Fla.) Business and Professional Women's Club. Mr. Waterfield is owner and manager of City Dry Cleaners and Eustis Laundry and Dry Cleaners.

##

CCI Goes on Air: An intensive radio advertising campaign for members of the Cleveland (Ohio) Cleaners Institute was started during early March. Consisting of six selected weeks of programming one-minute spots, the campaign will extend through the first week in June. Fifty-six one-minute announcements are scheduled for each of the six weeks.

A snappy singing jingle introduces each minute spot and is followed by live copy spoken by radio announcers who stress the importance of quality drycleaning and service. Listeners are recommended to call their neighborhood Institute member plant. A listing of all Institute members in the Yellow Pages of the telephone directory under the CCI seal affords a good tie-in for business promotion.

NEWER THAN NEW!

One thing about the drycleaning industry that always keeps it interesting is the constant change and improvement in materials and methods.

As a case in point, the advent of the charge system has brought about many changes, including the crying need for spotting material that will remove extra soil, grease, and paint without causing a build-up of fatty acid in the cleaning system.

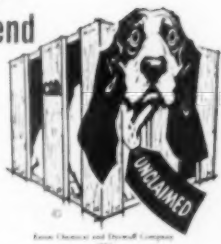
When this need became apparent, the chemists of Eaton Chemical and Dyestuff Company solved the problem by developing a new spotter, Chargaid, which is entirely compatible with all charge soaps.

Chargaid will not build up the fatty acid content of your solvent and is not flammable. It has been formulated around a new, new-type solvent which possesses exceptional penetrating powers giving it the ability to "get in there" and go to work. You can't miss when you buy Eaton's Chargaid . . . it's great!

Not content with the results of producing Chargaid, our chemists proceeded to present us with another fine product . . . Eaton's Spray Spotter. It is a concentrated "wet-type" material for use as a spray for prespots and re-cleans and can also serve as a wet spotter. It has a "built-in" levelling agent to prevent rings and flushes readily in dry-cleaning solvent.

Ask your favorite Eaton jobber about these new products.

when
a feller
needs
a friend



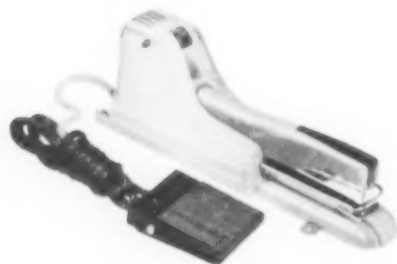
Eaton Chemical and Dyestuff Company, 1490
Franklin Street, Detroit 7, Michigan. Canadian
Plants: Toronto and Windsor.

Tag it electrically with a *Swingline*®



EXCLUSIVE! Swingline's patented "swinging anvil" folds tag and staples garment in one easy operation. Garment tags *electrically* stapled go on where you want them, when you want them and, best of all...stay put!

Efficient, effortless stapling
at a price you now can afford . . . **\$49⁵⁰**



**15E-2 Portable
Electric Dry Cleaner Tagger**
FAST-EASY-NEAT Only \$35⁷⁵

Versatile. Fix it permanently or move it to any counter or table. Tags garments neatly, *electrically* with one easy motion. Place garment on anvil, position tag . . . activate foot pedal. Swingline drives every staple home with effortless operation.

The new Swingline 15E-1 Electric Dry Cleaner Tagger is designed specifically for dry cleaners and laundries. The Swingline Tagger works 83% easier than any ordinary staple tagging methods . . . gives you *positive* protection against profit-robbing "dead box" loss. No more "positioning guesswork". Place tag where you want it . . . press, Swingline does the rest!

No other Stapler gives you these exclusive features:

- Swingline's patented "open channel" prevents jamming and clogging! Lift cap, load strip of 180 staples. It's the easiest loading stapler on the market.
- Solenoid action. Operates 110 volt 60 cycle, A.C. only.
- Pearl Grey finish.

For further information contact your dry cleaning jobber, or write to

***Swingline**® INC.*

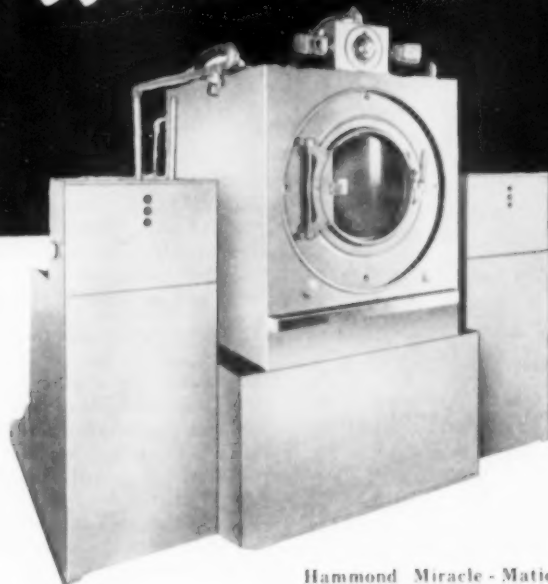
32-00 Skillman Ave., Long Island City 1, N.Y.

World's largest manufacturer
of staplers for home and office.

Your response at the Show was so great, we hasten to keep pace with your orders. Please pardon a small delay in delivery.

HAMMOND'S

answer to dual Profits



Hammond Miracle-Matic
Drycleaning Washer-Ex-
tractor, 70 Lb. Plus, per
Hour.

Here are two outstanding HAMMOND developments that will completely change your PROFIT PICTURE! Now . . . with HAMMOND'S exclusive Drycleaning and Laundry Washer-Extractor Combinations, you can greatly increase production, speed, quality . . . while reducing overhead!

The time-saving, labor-saving features will amaze you. See your nearest Hammond Distributor or write direct to factory for complete details.

HAMMOND MIRACLE-MATIC
35 LB. LAUNDRY WASHER-
EXTRACTOR



HAMMOND

LAUNDRY - CLEANING
MACHINERY COMPANY

HAMMOND BUILDING

WACO, TEXAS

Please send all information about the
HAMMOND WASHER-EXTRACTOR
COMBINATIONS

Name

Name of Firm

Address

City Zone State

MORE THAN

SO SIMPLE -
NO REACHING OR
STOPPING TO READ
AND SET DIALS

Adjusta-Form




What Could Be Simpler? Adjusta-Form Step-O-Matic Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials.

Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

Adjusta-Form Steams and Dries Without Any Dials to Read & Set—Leaving Operator's Hands Free.

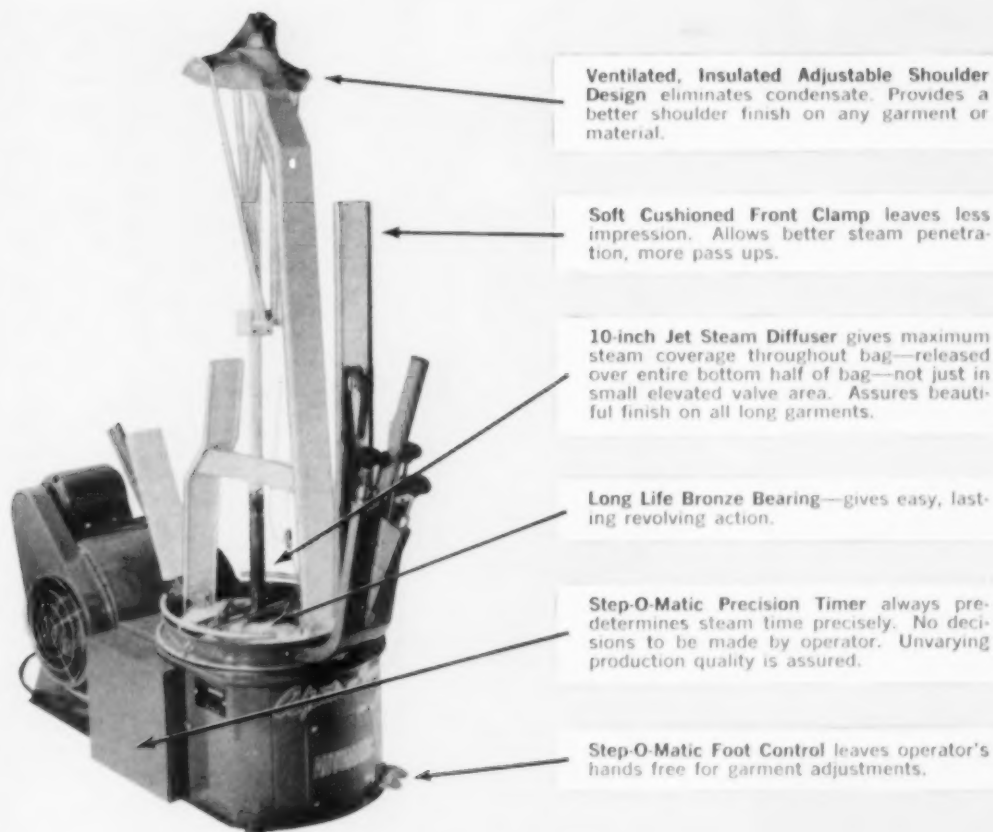
More than ever you should compare Form Finishers today before making your investment. You need speed to keep down production costs—yet you must maintain quality to bring in and hold customers. This is why we urge you to honestly compare the modern P-2 Adjusta-Form with any other make. We know that because you value operating efficiency and quality form finishing that chances are you will buy Adjusta-Form with "Step-O-Matic" precision quality control.

Adjusta-Form, Manufactured by Wichita Precision Tool Co., Wichita, Kansas

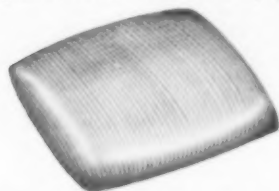
NATIONAL CLEANER & DYER

AUTOMATIC!

CONTROLS QUALITY At The Critical Finishing Points



Adjusta-Form Controlled Quality Costs No More—Write Today for complete details and name of your nearest Adjusta-Form Jobber.



Investigate the High Extra Profits In Pillow Cleaning

Wichita Precision Tool Co. "Pil-O-Bar Extra Profit Plan" has given dry cleaners considerable extra profits on high volume pillow cleaning. Investigate today. Free Complete Business plan, advertising and promotional help. No obligation.

Wichita Precision Tool Co.,

450 N. Seneca, Dept 10 Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

☐ I am interested in your "Pil-O-Bar Extra Profit Plan".

Company Name _____

By _____

Address _____

City _____ State _____

BUSINESS BUILDERS

Sign Sells Cottons



Cotton garments poured into Primrose Cleaners, Alhambra, California, last summer. This was because of a new sign in the window. It read:

"Something wonderful happens to your cottons here!"

The sign brought forth a lot of questions. Employees quickly explained that Primrose Cleaners gives special attention to cottons. The customer was told each garment is sized, and so doesn't end up being limp. Each garment is hand finished, to assure the best of workmanship.

Without the sign to make people ask questions, employees would not have had the opportunity to explain these features. But because they did talk of them, business in the cotton department showed a healthy increase.

Primrose Cleaners has saved the sign and will use it again this summer.

Shoe Buffer Attracts Patrons



A newly shined pair of shoes is just as important to the well-groomed man as a freshly cleaned suit. With this in mind Parisian One Hour Cleaners of Salem, Massachusetts, has installed an electric shoe buffer that is designed to keep the customer well kept from head to toe. The attractive red buffer is turned on and off by a flick of the foot. Customers shopping

and waiting a few minutes for the completion of the one hour service can shine their shoes at Parisian's expense. The buffer has even drawn people into the call office who took notice of the plant and later became regular customers.

Gag Line Sells Repair



In the past five years, paid alteration and repair volume at Sally-Ed Cleaners, Pueblo, Colorado, has doubled three times. The plant now has four full-time people on alteration and repair and better than 70 percent of the work is paid for.

"We believe that a great part of our repair volume increase is due to a gag line we use in our advertising," owner W. E. "Sally" Salyer says. "Five years ago we put up a sign on the front of our plant for the alteration and repair department. The painter and a couple of us here at the plant went into a huddle and came up with Don't Use Pins. We had this put at the top of the sign, which we spotlighted. Next we used a rubber stamp and put this on all our tickets, statements, and everything around the office. We use it in our advertising copy, along with conventional advertising for the repair and alteration department."

"Immediately we had a strong increase in repair business. It has continued to increase. And of course people bringing us repair work soon start bringing in their cleaning. The repair

department is the perfect door opener, we've found. A day never passes that someone doesn't mention this gag line when they bring repair work to us."

Contest Awards Home

Now that trips to Paris or Havana have become almost commonplace as contest prizes, the offer of a \$21,000 home with \$2,500 worth of furnishings presented a new appeal in a dry-cleaning firm's jingle contest. The home was offered for the winning last line in a rhyme extolling the services of Spic and Span Cleaners of Milwaukee, Wisconsin, and the surrounding area, co-sponsor of the contest with station WITI-TV.

Prizewinner George B. Memmels of Whitefish Bay, Wisconsin, was introduced on television together with his family. Although the Memmels admitted preferring their own home to their prize, the contest created much favorable publicity for Spic and Span. The drycleaning plant is headed by Edward A. Miller, president, and Harry J. Plous, vice-president.

Free Parking Meter Money



A help-yourself bowlful of coins for use in parking meters has been made available by D. Hackerman Cleaners-Tailors in Pikesville, Maryland. Prominently situated in the store call office, the coins have found quite a few appreciative takers who do not happen to have the proper change with them, according to Irvin Hackerman, proprietor of the firm.

NATIONAL CLEANER & DYER

DEODORIZED
APCO 125 COM-
BINES QUALITY
AND SPEED FOR
TOP PROFITS!

Deodorized APCO 125 is the right solvent for drycleaners who know the profit formula: speed without sacrifice of quality workmanship. Its fast, easy tumbling characteristics permit lower operating temperatures; and there is NO odor in finished garments!



PRODUCERS  REFINERS
Anderson-Prichard Oil Corporation
OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

QUESTIONS and ANSWERS

Neutral Lubricants

What is meant by a neutral lubricant?
—B. B. Riorges (Loire), France

Neutral lubricants are sulphonated oils, such as monopole oil or sulfated alcohols. Their value is that they are neutral and thus can be used with either an acid or an alkali and still

give a washing and sudsing action. They provide lubrication and also have a great penetrating property.

Neutral lubricants are almost always the second step in a wet-side spotting operation after water has been used. They are also of great value in wet-side soaking-out operations because of their great penetra-

tion property. Soaking in a bath of water and a neutral lubricant or wetting agent, as they are sometimes called, is one of the most effective ways of clearing fugitive dyestuff from a fabric.

Atmospheric Gas Fading

Can you tell us what caused the streaks in this curtain panel?

—S. L. C., Rockwood, Tenn.

The discoloration that is present on this curtain panel has been caused by the absorption of atmospheric gases while the curtain was hanging. This is a common cause of discoloration. It results from gases such as nitrous oxide being present in the air from the combustion of fuels. It is this same condition that causes what is commonly referred to as "acid gas fading" in acetate fabrics.

You will notice, for example, that the discoloration occurs in straight-line streaks up and down the curtain. These coincide with the folds of the curtain as it was hanging. You will also notice that there is no discoloration inside the folds at the top of the panel and yet the outer part of these folds is discolored. Obviously it would be impossible to cause such a discolored condition in an immersion process such as drycleaning nor would it be possible to cause a discoloration in such areas only.

Abrasive Damage

The customer claims the tear on this dress was not present before we cleaned it. What do you think?

—B. C., Beach, N. D.

We have found no evidence either by chemical testing or ultraviolet light examination that this tear was caused by any chemical damage. We are of the opinion that it was caused by an abrasion of some type.

It is impossible to determine exactly the manner in which damage of this type takes place. Obviously there are many ways in which a garment can be snagged or torn by a sharp object. The fact that the damage seems to be from a number of sharp cuts in the fabric and occurs chiefly on the left side might suggest that the garment had been snagged several times, possibly while it was worn by the customer.

SAV-WAY

PIECE-COUNT SYSTEM

Another **Economy, Accuracy, Efficiency** *Scoop*

...by the **ORIGINATORS** of the **PRE-MARKED STRIP TAG SYSTEM**

SAV-WAY MASTER PLUS

4 2 750

Piece Numbers identify the number of pieces in order.

Customer's number.

Unit number...to identify stores, lots, drivers, etc. Numbers 1 thru 12 in stock.

So Easy to Use... with any System, only 59¢

PER 1,000 TAGS!

Count the pieces in bundle. Select a SAV-WAY Strip of same number. Attach Master-Tag to Invoice and Marking Tag to Garments. To assemble Orders, simply match-up the numbers.

10-Colors

Strip sizes from 1 to 8 Pieces in each color

Consult your Jobber, or write

PRE-MARKED STRIP TAG CO.
3232 INDIA • SAN DIEGO, CALIF.

Cut Cost! No Waste! Give Positive Identification! Improve Marking!

Starting next month . . .

New Series on Household Finishing

Another "First in the Field"
from National Cleaner & Dyer

Next month's NATIONAL CLEANER & DYER launches another big series designed to help leading drycleaners increase volume and multiply profits.

Never before done in the industry, the new series will cover completely the finishing of household items—curtains, draperies, slipcovers, blankets and bedspreads.

In practical, easy-to-understand style, the household finishing series will describe each step in the finishing of each item. Each chapter in the series will be illustrated with clear, working photographs and drawings—all for easy, quick application by new and veteran employees.

Written by finishing expert Laura Herrmann Porterfield, the new series will help drycleaners build an important, profitable household finishing department—with total emphasis on efficiency, speed and top quality results.

Watch for the series on household finishing. It starts in your June 1957 NATIONAL CLEANER & DYER.

Cooperative Publicity

Bay View Cleaners and Laundry, Sarasota, Fla., recently participated in a unique publicity plan. Local businessmen joined forces to completely furnish a "talking house," which was open to visitors. This promotion-minded cleaner provided clean clothes in the closets, attractively packaged in the firm's distinctively marked bags.



It's no trick at all to remove bloodstains with this exclusive Warco formula — constantly sought after, ordered and re-ordered by the better cleaners throughout the world.

Remember and ask for these products by name... There are no substitutes

OTHER FAMOUS WARCO PRODUCTS



TEN MINIT BLEACH
For whiter whites in two to ten minutes.

ALL COLER BLEACH
For brightening all color combinations.

PRE-OIL-BREAK
Removes up to 90% of all stains.

ORDER FROM
YOUR JOBBER TODAY

Warco
LABORATORIES

13609 S. Normandie Avenue,
Gardena, California

SEND FOR OUR
FULL LINE BROCHURE

GADGETS and GIMMICKS

Mobile Sizing Drum Serves Two Purposes



An especially clever use of scrap material has enabled Acme Laundry and Cleaners in El Paso, Texas, to eliminate tiresome lifting and do away

with untidy floors due to spilled sizing.

A hand crank is used to raise and lower the sizing basket into the drum of sizing. The drum itself is mounted on a wooden platform fitted with casters so it can be easily moved about the room. The sizing basket is made from the cylinder of an old tumbler cut down to fit the drum.

Metal bar stock, welded to the upper part of the metal drum, extends upward to support a shaft fitted with a bicycle sprocket. A ratchet device on the handle end of this shaft permits the basket to be locked in any position during the sizing operation.

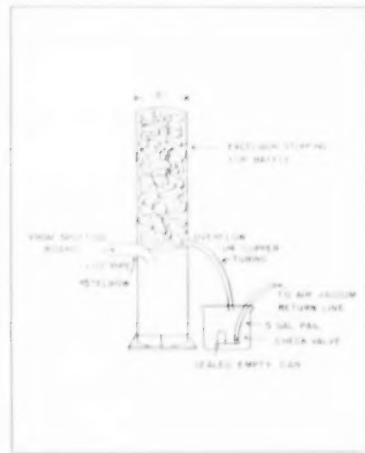
A length of bicycle chain runs from the sprocket to the bail on the sizing basket. As the crank is turned the chain rolls up over the sprocket and winds up on itself layer on layer. A U-shaped metal guard above the sprocket prevents the wound-up chain from toppling over to either side during the operation.

According to Joe Neligan (left), drycleaning superintendent, who has been with Acme for 35 years, the gadget has made for a neater wash-room and the caster base lets them push it out of the way when unused.

Vacuum Booster Aids Spotting Department



Spotting efficiency has been greatly increased with a steam vacuum arrangement at Concord Cleaners, Concord, New Hampshire. Spot and pass items have increased by over a third since the installation of the snorkel illustrated here. Even hard-to-do gab-



ardines go through without ringing with this vacuum booster.

The vacuum line from the spotting board runs into a galvanized duct, 8 inches in diameter and about 6 feet high. The lower portion of the unit is filled with water. The steam line has

a street el which is below the surface of the water in the chamber.

The upper half of the stove pipe is stuffed with excelsior to deaden the sound. An overflow consisting of 1/4-inch copper tubing spills into a 5-gallon pail. The vacuum produced is amazingly effective.

This is an idea owner R. K. Roody picked up at trade show demonstrations of spotting equipment. He has installed these on all three spotting boards at his plant.

Mr. Roody has even devised an ingenious method to keep the overflow pail from spilling. There is another piece of tubing connected with his regular air vacuum return line that leads near the bottom of the pail. At the end of this is a check valve. A short metal arm extends from the check valve and is attached to an empty, sealed can.

As the water level rises, the empty container acts much like a float in a water closet. The check valve opens, and the air vacuum return siphons enough water to lower the float, shutting off the check valve.

Rack Holds Storage Boxes



There is no problem handling storage boxes in the trucks of Manhattan Laundry and Drycleaning Company of Washington, D. C. The chief mechanic of its truck shop devised the rig shown above. It keeps the boxes neat and out of the salesman's way while he handles his route.

Two ordinary drawer-pull brackets were bolted to the truck wall, near the ceiling. Two canvas straps, bought at a war surplus store, completed the installation. The boxes are packed 10 to the carton by the supplier. One of these is removed and assembled for demonstration to the housewives. This is kept near the driver's seat.

The other boxes remain in the carton which is slung in place, resting on the straps. The open end of the carton faces the right front door of the truck. The storage boxes are easily slid from the container as they are needed.

How it Works!

Only new Sarco TD steam trap uses kinetic energy of steam to close valve

GAS MANTLES have been replaced by electric lights, steam locomotives by diesels, propeller planes by jets.

Now, the use of the kinetic energy of steam principle gives us a modern type of steam trap.

The Sarco TD obsoletes all other types for

most 10 to 600 psi installations. For example, it operates without a valve closing device—no bucket, float, bellows, pins, levers or gaskets.

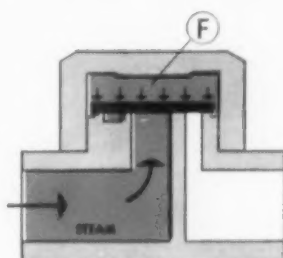
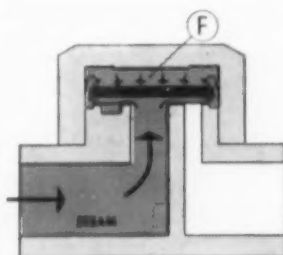
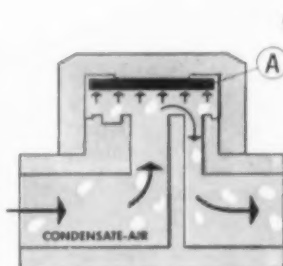
Glance below and you'll agree that no other steam trap is even similar to the Sarco TD!

For a trial installation—write today.



Many Advantages

1. *Practically no maintenance*—no valve mechanism, no narrow channels. Trouble-free simple design. Only 3 parts—all stainless steel.
2. *One trap for all pressures*—self-adjusting. One large capacity seat for 600 psi as for 10 psi. No changes or adjustments.
3. *Operates equally well on all loads*—on heavy, light or no condensate load. No prime to lose. No adjustments.
4. *No steam leak required*—to operate the Sarco TD. Closes tight against steam.
5. *Discharges at steam temperature and vents air and air-steam mixtures at start-up and during operation.*
6. *Freeze-proof*—when installed with outlet down, free to drain.



Only Sarco TD Thermodynamic Steam Trap Uses This Unique Operating Principle Which Permits Trouble-Free TD Design

1. Inlet pressure raises disc "A" from seat... immediate discharge of air and condensate at steam temperature.

2. Steam follows the condensate and the high velocity jet across the bottom of disc "A" creates a low pressure area (Bernoulli effect)... the jet is deflected into chamber "F" where it builds up pressure by recompression and this pressure acts on the top of the disc "A"...

3. Pressure in chamber "F", acting on full top area of disc "A", exceeds force of incoming steam and low pressure area under the disc... and immediately forces it down, closing the inlet. As condensation decreases the pressure in chamber "F", the disc rises and steps 1 or 2 repeat.

60-day trial convinces... No obligation... Use coupon!

SARCO

Steam Traps—Temperature
Regulators—Strainers—
Heating Specialties

SARCO COMPANY, INC., Empire State Bldg., New York 1, N. Y.

Please send me Sarco TD Steam Trap and strainer for 60-day trial. Size _____

For installation on _____

Name _____ Title _____

Firm _____

Address _____

City _____ State _____

2184-NCD

"CLEAN LIVING" GIVES A CHEVY ENGINE LONGER LIFE!

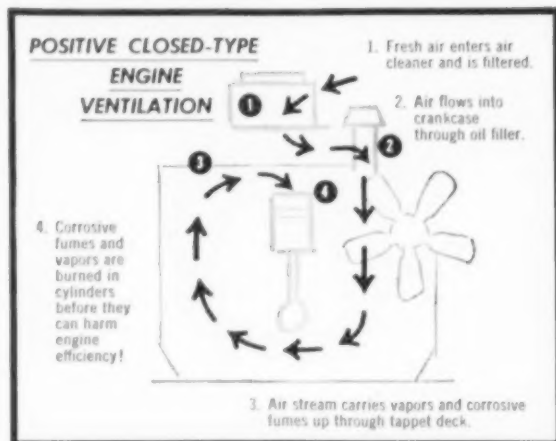
...more evidence that Chevrolet Task-Force trucks are engineered better and built better for bigger savings!

This drawing shows, roughly, one of the ways in which Chevrolet truck engines minimize a major cause of wear—dirt! Now consider this additional evidence that Chevy heavy-duty V8's and 6's "live clean" and bring you fleet, dependable power that costs less to use!

Extra filters give extra-clean fuel—Only clean fuel reaches the engine—that's one reason you can depend on a Chevrolet truck! All fuel is filtered twice (once in the fuel tank and again in the carburetor) to keep dirt and water from hampering efficient operation. Chevrolet truck V8's provide a third filter, at the carburetor, for triple protection!

Oil stays clean longer, too—Chevrolet truck V8's and 261-cu.-in. 6's come equipped with modern high-capacity oil filters (V8 filters are of the Full-Flow type). These engines keep clean oil flowing to moving parts; parts wear less and last longer because of it!

Even the air is cleaner—Dust and foreign matter in the



air an engine "breathes" can reduce engine life by years. Chevrolet minimizes this wear-producing factor by providing big oil-bath air cleaners as standard equipment on all truck engines.

These are sound under-the-hood reasons why a Chevrolet truck will *stay* on your job and *save* on your job. There are others, too, including short-stroke V8 design (shortest stroke of any truck V8's!) and 6-cylinder engine design that puts out more power than any other in the field. You'll learn about them all when you visit your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Biggest sellers . . . because they're biggest savers!

CHEVROLET TASK-FORCE 57 TRUCKS



Why are American women the best dressed in the world?

Because there are more professional drycleaners in America than in all the rest of the world put together!

American women are smart, chic, dressy, snappy... everything that well-dressed women should be.

But they're active and athletic... on the go from morn to night... into a car and out again. Clothes take a beating!

Who keeps clothes in condition? Who restores them when soiled or stained? Who perks them up? The professional drycleaner!

Drycleaners have big advantages in America. They have compact, efficient, synthetic drycleaning units and unlimited supplies of high-grade cleaning materials like Stauffer's 'Perk'. You can get 'Perk' from your dealer in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop? Ask your Stauffer dealer. Also... ask him for the attractive window sign which tells your customers you*

*"perk'em up with 'Perk'**

**Stauffer's Perchlorethylene*



STAUFFER CHEMICAL COMPANY
380 Madison Avenue
New York 17, N. Y.

*Sold Through Drycleaning
Supplies Distributors Everywhere*

EDITORIALS

You Can't Lose

Isn't it amazing that attendance at the recent convention of the National Institute of Drycleaning in Atlantic City exceeded total membership of that organization? Or is it? A second look makes us realize that people in the drycleaning field are the same as in any other line of endeavor.

The great majority ride along on the coattails of success brought about by the efforts of the tiny minority. Were it not for the efforts of the present membership of some 8,000 loyal cleaners, that wonderful convention might never have taken place. As magnificent as it was, think what a show could have been put on by 16,000 or 24,000 member drycleaners!

But that is really the least of it. The lifeblood of any industry is research. In this respect the NID has accomplished much, surprisingly so. Cooperation and support by manufacturers have been important, but so have the dues-paying members. And all the benefits of the research have been paid back to the members a hundredfold. Without research industries die, invariably.

Add to that the general course, the management course, the correspondence schooling available to the upcoming cleaners. Education facilities of the NID are without equal in any industrial field.

If you are a nonmember, and feel this isn't enough for your money, here is more: The work done with the garment industry on removing unserviceable fabrics from the market; this one function alone is worth the cost of membership. Trade relations were never better. Then there are the bulletins posting members on new materials.

Garment analysis is still another plus. Many plants have saved enough on claims to more than pay their dues. Impartial analysis by the NID stands up in courts.

A word to the wise should be sufficient. If you become an NID member, *you can't lose*.

On the Run: Two recent articles in national consumer magazines have dealt a body blow to the home cleaning aid manufacturers. *McCall's* magazine ran a story entitled, "Warning! Carbon Tetrachloride Can Cost Your Life." *Reader's Digest* ran a condensed version of the same article. Both stories had a terrific impact on the public.

As a result the two biggest manufacturers are making their first formula change in decades. They are switching to some safer chlorinated solvent, possibly

methyl chloroform. This is more costly, but they are counting on the switch to regain lost ground. If the scare passes over, they will go back to cheaper carbon tet.

Now that this \$18 million industry is on the run, let's keep it that way. Think of the dent this makes in drycleaning volume, not to mention the lives endangered. Let's cash in on public opinion.



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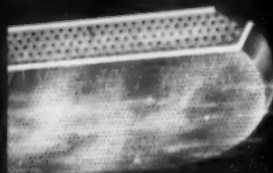
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Fabric-Safe

DOUBLEPLATE



BUILT-IN CONDITIONER
AND DIFFUSER
FOR STEAM

PROVED

on 60,000 PRESSES!

NO "HOT" AND "COLD" AREAS...
uniform heat and moisture
conditions every fiber of every
fabric equally... none too
dry or too wet!

FASTEST WRINKLE-REMOVAL
AND SHARPEST CREASING...
proper temperature and moisture
... for easiest shaping and
setting of every lay!

TRUE-TEXTURE FINISHING
"Cat-Tongue" surface lasts as long
as the plate itself... lifts fibers
... keeps nap lively and natural!

SAFETY FOR ALL FABRICS
Temperature cool enough to
prevent damage to heat-
sensitive synthetics... hot
enough to avoid waterspotting!

PATENTED AND
PATENTS PENDING

NOTHING
CAN EQUAL
Fabric-Safe
FOR SPEED, SAFETY,
ECONOMY AND
QUALITY OF
GARMENT
FINISHING

**ENDS
STEAM
MARKS**

Inner plate blocks
jets from head...
spreads the steam
evenly and safely

**STOPS
MOIRE**

Outer plate's sur-
face is textured to
prevent any wavy
marks or streaking

**CUTS
SHINE**

Inner plate lowers
heat to stop glaze;
outer plate breaks
up light reflection

GET 10%
MORE PRODUCTION!
EQUIP ALL YOUR
PRESSES WITH
Fabric-Safe

Fabric-Safe SIZES TO FIT

ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 38" to 45", including Hoffman CO-5 Pantex 41, Pros 443	\$2985
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BISHOP DAVID FREEMAN CO.

MANUFACTURERS, EVANSTON, ILL., U.S.A.

CUT YOUR OPERATING COSTS
WITH BISHOP LABOR-SAVERS!

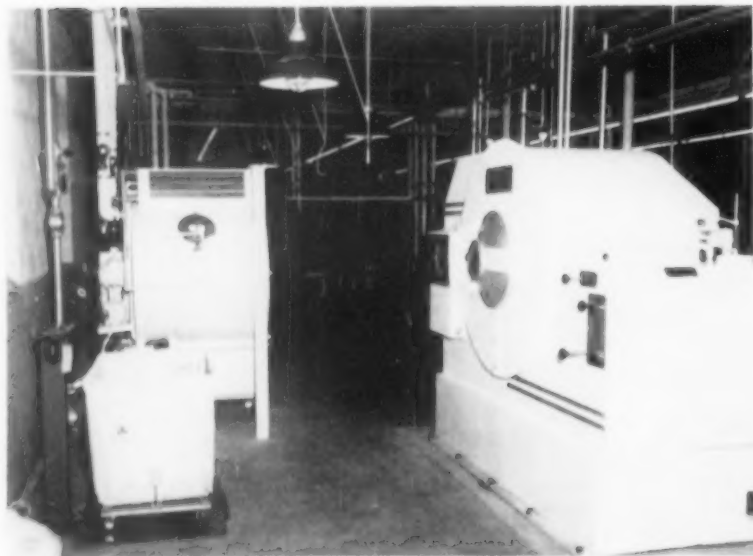


WORKFLOW AND LAYOUT came first. Only then was a building designed to conform to the interior plans

This Is No Gamble

Market research and preplanning assure new plant's success

By ART SCHUELKE



THIS IS FIRST petroleum plant in the state to obtain construction approval of cleaning room without use of firewalls

ANY CLEANER PLANNING a new venture might take a cue from George Arnos. He owns the recently opened Arnos Cleaners, of Concord, New Hampshire. If ever a plant was bound to succeed, his is it. Here are some factors that make that prediction a sound one:

1. He has years of practical dry-cleaning experience.
2. The venture was based on a sound market survey.
3. He built a model plant with the help of the National Institute of Dry-cleaning, allied tradesmen and an architect.
4. He is a merchandise-minded, quality cleaner.

Unlike many neophytes, George was born and raised in this industry. His father founded a plant in nearby

NATIONAL CLEANER & DYER

Manchester, New Hampshire, in 1925. Three sons, including George, grew up in the business.

Near the end of 1955 George felt it was time to strike out on his own. While he might have opened a plant in Manchester, he had long been aware of the rich potential that existed in Concord. The latter is basically a white-collar town. It's the capital city of New Hampshire and has a population of some 30,000 people, many of whom work for the government. This is in contrast to Manchester, a more industrialized community.

Here is the real pay-off, however. In this rich market there have been only three cleaners. Two other out-of-town plants have operated trucks into the city. None of the other plants has offered shirt service up to this time.

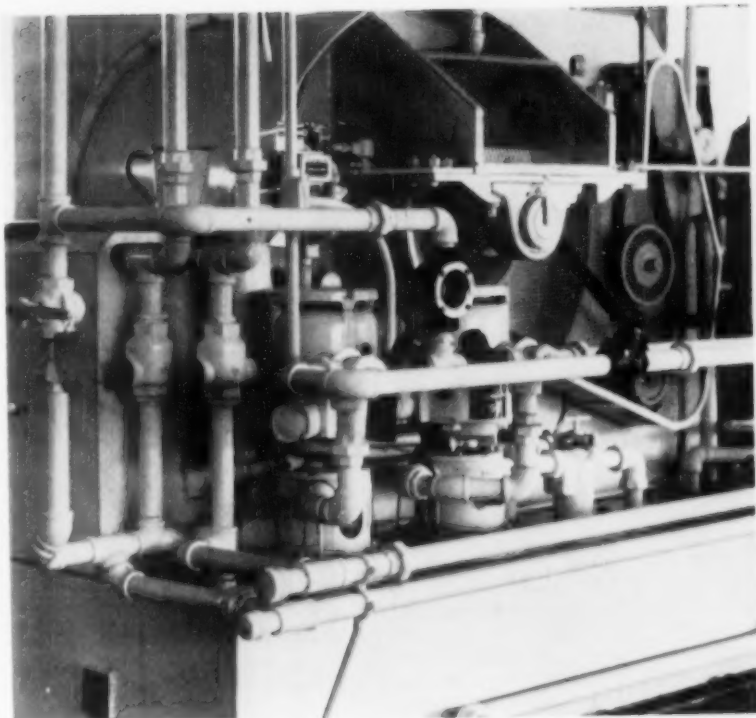
Market survey the start

Months before he was ready to start his business, George surveyed this market. Under these circumstances, almost any location would be good, but he wanted to get the most advantageous. A careful check with realtors was made. Allied tradesmen were also contacted, and they proved most helpful. Other sources were tapped, too. These included the newspaper, radio station and various offices of the city government.

Mr. Arnos soon discovered the direction in which the town was enjoying its greatest growth of upper-income families. This was to the southern part of the city. He was able to purchase a piece of land between that area and the town center, on one of the main arteries. That this area is growing is indicated by the fact that a new junior high school is planned near his property.

Once that step was taken, he again relied on the help of allied tradesmen friends. Rather than squeeze a plant into a building, he first designed the plant interior. Workflow and efficient layout were the main considerations. In addition, George spent a full week at the National Institute of Drycleaning, getting its staff's thinking on layout. He also visited many other new plants throughout the state and nearby territory.

He next engaged an architect who designed a building around the ideas George had accumulated for a model plant. The building is set back of a driveway for patrons. This drive is 150 feet long and 25 feet wide. The building front is Roman brick. The entire production area is in full view of passersby, and incorporates full-size picture windows facing the driveway and parking area.



EXCELLENT PIPING JOB on cleaning machine in Arnos plant assures tight directional flow control of the solvent

It was stated that this is the first petroleum plant in the state to obtain construction approval without the use of firewalls around the cleaning room. Partly this is because the building is completely sprinkler-protected. Also, two huge exhaust fans keep the production area well ventilated.

All processing, from marking to garment storage, is contained in a space 40 by 100 feet. This includes the shirt operation. The boiler room is apart from this setup. Slickrails reduce handling to a minimum. The plant incorporates through-the-unit production.

Assembly is done as a split-ring arrangement. In the silk unit equipment includes an offset press, puffers and steam-air finisher. There are two wool units. One has a utility press, steam-air finisher and shoulder puffer. The other consists of a utility press, sleever and puffer.

Every piece of equipment is painted white, even the cleaning machine and tumblers. The slickrails are silver, and the interior walls are blue. The combination of blue and white is the "trademark" of the plant. The same colors are used on the bags, other packaging, and even the truck.

The building has a soundproof ceiling. All steam and return lines are insulated. George Arnos uses overhead piping for greater flexibility in the event layout changes prove nec-

essary. But expansion plans were also built into the structure to take care of future volume.

These features are consistent with other engineering that is evident throughout the plant. For example, there is a cool air fan in the boiler room to exhaust the heat generated there. But this fan has an interlock switch that is placed at the boiler-room door leading into the plant. This prevents the fan from operating, should the boiler-room door be closed. This safety measure insures that the boiler will have plenty of air.

The cleaning machine was piped to accomplish tight directional flow control of the solvent. This is illustrated at the top of the page. Two-way manifolding of a tank gauge enables the operator to get readings from either the clean or the dirty tank from the single gauge.

Here is another feature. A special wall exhaust fan is located adjacent to the still. Any fumes that might result from distillation are immediately dissipated to the outdoors. This was an important factor to the insurance company when rates were figured.

As stated earlier, George Arnos is a quality cleaner. He knows the importance of the "little things," in addition to good cleaning and finishing. All minor repairs are made and at no extra cost. He has found an excellent way to highlight this important fea-

ture of his service. This department is located right in the front window at the center of the plant, near the inspection point.

The repair lady works at a raised platform, in accordance with the arrangement recommended by the NID. Because of the height of the work station, plus the fact it is right in the window, customers and pedestrian traffic can see the pains to which this plant goes to produce a perfect job. Paid repair work volume is growing, too, as a result.

George uses another excellent merchandising gimmick. He keeps the lights on in the plant and call office until 10 o'clock each night. Since it is a model plant, it can't help but attract the eyes of pedestrians and motorists through the evening. An electric timeclock shuts the lights off automatically.

The call office is in good taste. A four-pane picture window faces the drive. The other three walls are lined with Philippine mahogany. Lighting is provided by two three-light cluster fixtures. Also, three lighting fixtures outside under the protective canopy provide additional illumination.

The wall behind the counter is graced with three pictures of game birds. The picture colors blend well with the mahogany walls. The call-office counter has a front paneling of the same mahogany, and the top is pink Formica. Flooring is tile, in a mottled pink-and-gray tone. Over-all dimensions of the office are 12 by 20 feet.

George has provided himself with a private office. This, too, is lined with Philippine mahogany. The furniture in this spacious 11-by-13-foot office harmonizes with the wall coloring, adds to the general appeal of the whole setup.

Routes are growing

This operator is well aware of customer interest in an attractive and convenient drive-in plant. That's one reason for the model installation. But he also knows the importance of route service. As soon as the plant was opened, he started one route. In a little over four months, volume had grown so satisfactorily that plans are afoot to add another truck in the near future.

George exercised the same caution and careful planning on his merchandising program that he did with his building plans. No advertising was done for the first several weeks until the plant had a "shakedown" period. He wanted the equipment to be in proper running order and the production crew trained before his campaign



LARGE EXHAUST FANS keep production area cool and comfortable. They also had a lot to do with insurance rates. Note sprinkler system and excellent lighting. Ceilings are soundproofed

began. (Even so, volume the first week was in the neighborhood of \$700.)

The plant opened its doors November 19, 1956. After the first of the year, the merchandising campaign began. For the first two months radio spots were used at the rate of three spots a day. At the same time newspaper ads were used extensively to saturate the market. George ran ads three times a week. Monday's ad was 10 column inches, while Wednesday and Saturday ads were some 4 column inches. Since March 1 the campaign

has been curtailed somewhat. The blitz campaign produced the desired results. The plant now runs one newspaper ad a week, of the smaller size mentioned.

No radio is used at present. If the volume should taper off, the campaign will be resumed. But there seems little likelihood of this occurring. Volume has risen steadily each week since the opening. The break-even point was reached within the first three months. Success for this plant is "in the bag," George planned it that way. # #



SMILING OWNER George Arnos waits on one of his first customers; contemplates rich future in store for his new plant

ANOTHER REVOLUTIONARY SANITONE FIRST

"Cotton Clinic" Cures Summer Slump-

Increases Year-'round
Profits for SANITONE
Dry Cleaners



Women like the "Cotton Clinic" and new Sanitone
Style-Set® finish...especially for Cottons

No development in the industry has equaled the impact of the "Cotton Clinic", first introduced by Emery eight years ago. It worked from the start because the Sanitone way of dry cleaning produces clean, bright, sparkling cottons without resorting to wet cleaning.

This fact, coupled with the like-new finish imparted by Sanitone SS, Style-Set®, gives Sanitone Cleaners tangible consumer benefits to sell and with

a substantial increase in profits.

When these advantages are promoted using the complete kit of advertising materials available to all Sanitone licensees, plus ads in color in the Saturday Evening Post and the Ladies' Home Journal, you know why we say "I'd rather Sell Sanitone than Sell against it." The combination of better dry cleaning plus better sales helps is unbeatable. Write today for details.



* A button tag typical of materials contained in complete promotion kit.



SANITONE

Division of Emery Industries, Inc.

DRY CLEANING SERVICE

Cincinnati 2, Ohio

POSTERS and storage box "treasure chest" in salesman's room keep contest constantly before the men



Can a Planned Promotion Sell Box Storage?

This plant expects plenty of work for production crew this summer

By ART SCHUELKE

WITH ONE YEAR'S experience to back it up, Manhattan Laundry and Drycleaning Company of Washington, D. C., is going all out this year to sell summer storage of woolen garments. Early results indicate it should realize an extra \$80,000 to \$100,000 worth of new business.

Last year, with little or no promotional effort, the firm enjoyed good results on this profitable sideline. This year, under the direction of President R. H. Pledger and Herman Lubbes, sales manager, a vigorous campaign was planned. By mid-March, the company had sold approximately 700 boxes, and the season hadn't even begun.

Planning in advance

This can be attributed to the planning and showmanship that went into the program. Weeks before the kick-off of the campaign all details were arranged for the promotion. Basically it centered around a sales contest for the route salesmen and store sales personnel. This was to run from the end of February until the first of July.

Participants included some 51 salesmen plus the girls from four stores.

It all began with a sales meeting held late in February at one of Washington's nicer hotels. Some 75 persons attended. This included non-sales personnel who might have contact with the customers. For example, the switchboard operator was present, as were adjustment clerks.

Before the meeting special 11-page folders were compiled for each participant. Each was personalized, with the route or counter salesperson's name on the cover. It explained the benefits that the sale of box storage offered the salespeople. It gave a hint of some of the extra awards that the contest itself made possible.

These folders, plus all other promotional material for the contest, were contained in three regular box storage hampers. But these three boxes were painted in gold, over which dollar signs were printed. In addition, the lids were fastened in place with chains that were secured with locks.

One box contained the folders for the men and girls. Another box was presumably full of silver dollars, for

a special treasure hunt to be described later. The third was full of weekly bulletins, to be issued for the duration of the contest. These bulletins revealed further awards and incentives to be issued as the program progressed. The element of suspense runs through the entire contest.

Focus on "treasure boxes"

Display of the three golden storage boxes, and their use for props and materials throughout the sales meeting focused attention on the boxes themselves. Since the meeting each of the company's three divisions has one of these golden boxes in the salesmen's room. As each week passes, the boxes are unlocked by management to pass out the current bulletin revealing new surprises connected with the contest.

The boxes serve another purpose. As mentioned, part of the contest includes a treasure hunt. Each route had special keys planted in various customers' homes. The housewives were in on the act. If the route salesman brought up the subject of box storage,

Continued on page 38

it's as simple as this:

**GREATER
HEATING SURFACE = MORE
STEAM**

COLUMBIA

h.r.t. oil or gas fired boiler*

**HAS MORE HEATING SURFACE, PROVIDES MORE
STEAM PER DOLLAR SPENT FOR FUEL**

It's a fact you can verify with any qualified engineer. The output of any boiler is proportionate to the size of its heating surface. Comparison with the heating surfaces of other makes with the same and higher ratings, shows a decided Columbia advantage. Proportioned to make maximum use of the hot gases of combustion for the production of steam, Columbia H.R.T. boilers produce more steam at higher efficiencies.

It's as reliable a guide as you'll find in choosing the boiler that'll do the most for the money. Want to know more? An informative, fully illustrated twelve-page booklet will be sent to you on request. Just mail the coupon.

*Horizontal Return Type, with suitable for firing by gas, light or heavy oil, for interchangeability firing by gas or oil. Available in sizes 2 to 60 hp.

**COLUMBIA BOILER CO. OF POTTSTOWN
DEPT. NC-57 POTTSTOWN, PA.**

Gentlemen:

Give us the facts on the superiority of your H.R.T. boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm Name _____

Address _____

City _____

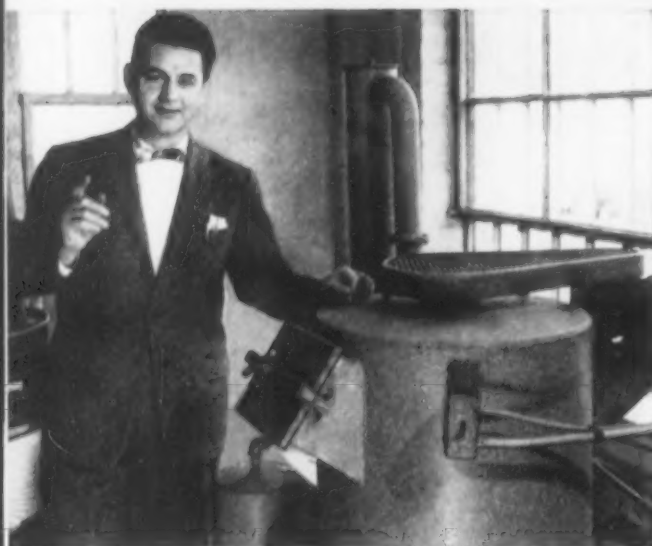
Zone _____

State _____

My name is _____

**COLUMBIA BOILER CO. of POTTSTOWN / FACTORY AND OFFICES:
POTTSTOWN, PENNSYLVANIA**

New Pantex Perk-x-tractor



Mr. Lino Battiston,
Battiston Dry Cleaning Service, West Hartford, says:

"YOUR COOKER IS FANTASTIC!"

"Believe it or not, we are cooking a complete load in 45 minutes flat, at 3 pounds steam pressure and a minimum amount of water consumption for the condenser. We are now able to cook our perk muck any time of the day without reducing our boiler pressure in the least because of the very low steam pressure required which has been a tremendous help to us."

A Revolutionary Advance in Solvent Economy!

No cooker matches its results:

- ✓ A FULL LOAD COOKED IN 30 TO 60 MINUTES INSTEAD OF 4 TO 8 HOURS. DONE WITHOUT ATTENTION.
- ✓ SOLVENT COMES OUT FAST... IN A STREAM, NOT A TRICKLE... PROVING EFFICIENCY.
- ✓ RECOVERED SOLVENT IS CRYSTAL CLEAR, NOT CLOUDY.
- ✓ AS LITTLE AS 1 LB. STEAM PRESSURE REQUIRED... NO INTERFERENCE WITH OTHER STEAM NEEDS.
- ✓ COOKED SLUDGE IS LIGHT, CLEAN TO HANDLE, NEARLY BONE DRY.
- ✓ PERK-X-TRACTOR UNLOADS ITSELF... MECHANICALLY, AUTOMATICALLY. NO LABOR NEEDED.

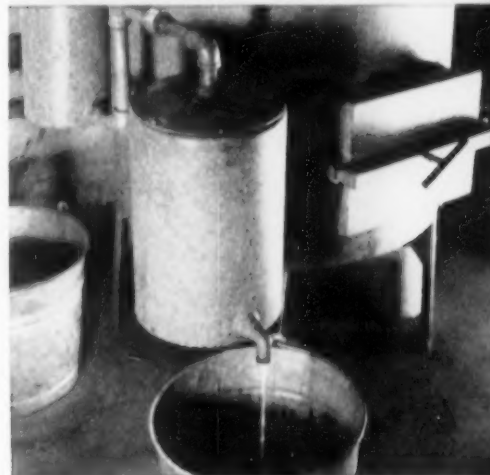
No cooker matches its design:

Perk-x-tractor *agitates* the sludge, with a motor-driven paddle, while steam passes through it. Low pressure steam rises easily through the mass. Efficiency of solvent recovery is tremendously increased, because the constant stirring of the sludge permits a free flow of steam. The recovered solvent, extracted at low temperature, is crystal clear — and it comes out faster than you've ever seen it come from any cooker! When the job is done, you merely turn on the motor and the paddle automatically dumps the cooked sludge into a catch box. It comes out of the unloading door light and nearly bone dry... proof that the new Pantex Perk-x-tractor is without equal as a solvent saver!

5 to 10 times Faster!



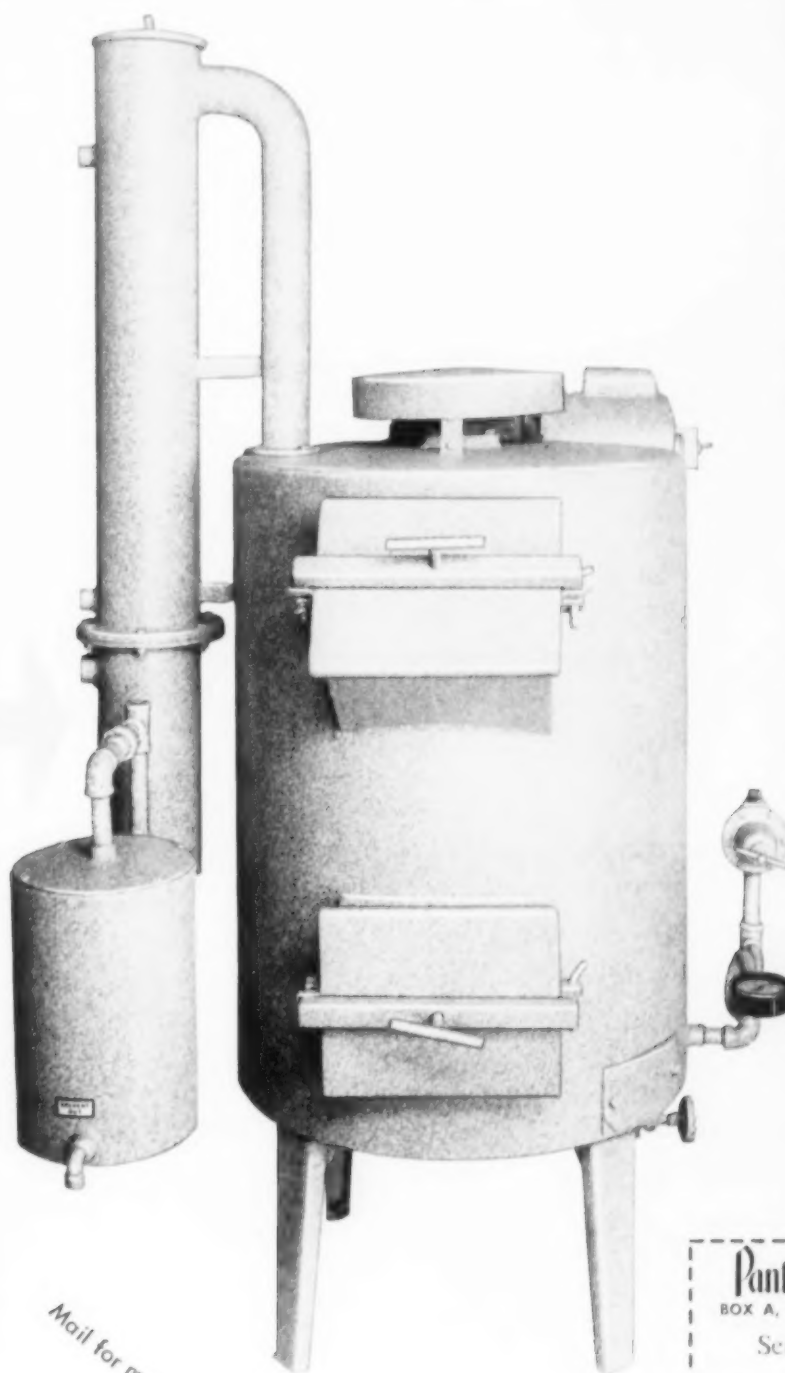
FAST, EASY LOADING. Uncooked sludge is loaded into upper door, designed to eliminate spills.



STREAM OF SOLVENT, instead of trickle, shows speed of recovery never before possible.



AMAZING SOLVENT-SAVING EFFICIENCY shown by bone-dry sludge—automatically ejected . . . no labor involved.



Mail for more information about the Pantex Perk-x-tractor

Pantex MANUFACTURING CORPORATION
BOX A, PAWTUCKET 5, R. I.

Send me details about the Perk-x-tractor

Name & Title _____
Firm _____
Street _____
City _____



SALESMEN ARE SO ENTHUSIASTIC they are working Saturdays and evenings pushing box storage on their own time

Continued from page 34
the housewife was to give the special key to the man. He then brought it back to the plant, and unlocked the golden treasure-chest storage box. This entitled him to a silver dollar presented by his route supervisor.

The key was then "planted" in another customer's house. Each route salesman could collect \$10 during the first month of the contest. Of course, the only way he could do so was to

be sure to tell each and every customer about box storage. The keys might be found in the home of a regular customer or one who merely sent an occasional bundle of drycleaning or laundry.

Although the contest offers many prizes, only two types were discussed at the initial meeting. First was the actual amount of money that could be earned, commission-wise, from the storage sale itself.



"THE KEY to greater bonuses has your name on it," says Mr. Lubbes, "and it unlocks this treasure chest!"

Here is how it works. The storage charge to the customer for the box is \$5.95. The plant estimates the minimum order will be at least \$15. On this total of \$20.95, the salesman derives a 15 percent commission, or \$3.15. In addition they are awarded a flat payment of \$1 per box sold. The total minimum earnings per box thus amount to \$4.15.

The other award mentioned at the kick-off was the treasure hunt for the "planted" keys. Other points covered were a complete explanation of order processing and paper work for box storage, plus sales pointers for promoting. In addition to a detailed selling program outlined in the salesman's kit, the group was given a sales talk by an allied tradesman.

Guidance for presentation

He urged the men to follow an organized sales talk as prepared by management. This is a technique used by salesmen selling books, bonds, life insurance or even bridges. It adds confidence to the man making a sales presentation, because he knows what he is going to say. As this man put it, no one buys anything unless he understands it. If buying is understanding, then selling is explaining. Here an organized sales talk helps immeasurably.

This speaker also urged the men to take a sample box to the door when making the sales talk. Instead of selling an intangible, like service, they are provided in the box with something concrete around which the presentation can be made.

He also suggested that a small piece of cloth with a hole in the center be used to point up the dangers of moth damage. It was explained that a step-by-step outline he used to cover the various sales points in a logical order. This was the sequence:

1. Talk about the box itself.
2. Tell about moth-damaged cloth.
3. Explain the bargain price: (only \$5.95 for storage and insurance against fire, theft and moths up to \$250).
4. Tell the customer to cram the box.
5. Leave literature for husband to read.
6. Explain inventory form.

The entire presentation should be done in about two minutes. It should be concluded with some comment to the effect that "I have only 100 boxes," to add urgency to the story.

Further suggestions to sell box storage were given in the sales folder presentation.



New formula

FOR SPOTTING BOARD USE

Especially developed for high speed removal of difficult stains. No other digester is faster or more specific for the removal of blood, milk, egg, discharge, chocolate, vomit and other difficult protein or albumin stains.

Complete kit instructor spotting bottles

NEW
PLASTIC "SQUEEZE"
BOTTLE FOR
DIGESTER
SOLUTION



FREE!



HERE'S WHAT YOU GET...

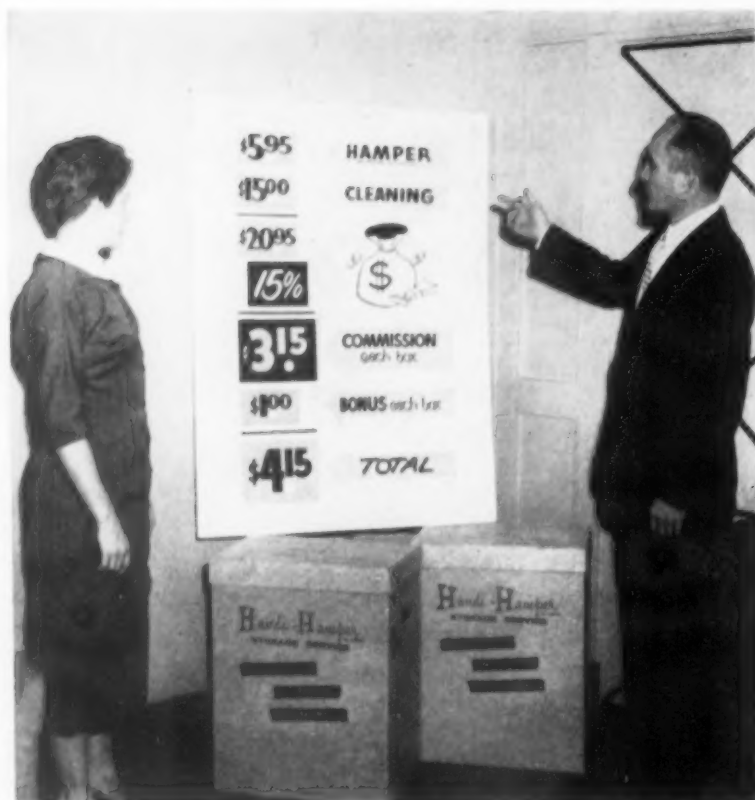
This FREE time, money and material-saving kit contains:

- NEW Simplified Spotting Chart wall placard
- NEW plastic "squeeze" bottle for digester solution
- 12-ounce shaker-top instructor bottles
- 4-ounce dropper-top instructor bottles
- 4-ounce dropper-top "Secret Formula" bottles
- ...with formulation and step-by-step instructions printed on each bottle

Order FREE kit from your Street's jobber today!

R. H. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.

COPYRIGHT 1957 TLM-271A



COUNTER GIRLS also have the opportunity to share in the prizes of the campaign promoting box storage.

pared by Mr. Lubbes. The salesmen were advised merely to leave a small brochure with the housewife on the first call. Only on a subsequent call were the men instructed to bring the storage box to the door. Detailed explanations of customer benefits were given, too, for a formalized sales presentation.

At the conclusion of the meeting, the non-sales personnel present were given cigarette lighters for attending the sessions.

Perhaps the weekly follow-up by management after the meeting was almost as important as the meeting itself. The enthusiasm generated has never waned.

One of the first extra bonuses announced in the weekly "flash" bulletin was a special cigarette lighter award. The first 10 men to sell 50 boxes each would receive lighters identical to those just mentioned.

The firm's salesmen are divided into nine divisions. A subsequent flash bulletin told that the first man in each division to sell 100 boxes would get a seven-piece kitchen carving set, with a retail value of about \$25.

After several weeks of the announcements of these lesser prizes the

"pièce de résistance" was revealed. The salesman with the greatest number of boxes sold will receive an extra week's vacation with pay. This will be decided at the conclusion of the contest July 1.

This news really snowballed the promotion. Some of the men are working on their own time after hours to get more orders. Many of the routes cover the apartment-house districts of Washington, where both husband and wife are gone all day working. The salesmen are devoting evening time and Saturdays to contacting such customers. It's paying off, too. One salesman made 21 calls and sold six boxes in one evening's work.

Counter girls have the same opportunity to participate in the prizes. They are eligible for the lighters, knife sets and extra dollar for each box sold. Aside from the 15 percent commission, they have an equal opportunity, including a chance at the extra week's vacation with pay.

Radio spots back promotion

Manhattan is backing up the contest with spot announcements on five different radio stations in the area.

These spots are all bought from one source in a package deal. It provides for 30 to 35 spots on weekday programs throughout the month.

The mechanics of handling the box storage orders are fairly simple. The salesmen are issued one carton of storage boxes at a time. Each carton contains 10 boxes. They are charged with \$20 worth of sales at this time. When the box is sold, the customer pays a \$2 deposit. This is turned in, reducing the man's indebtedness. When the 10 boxes are gone, the process is repeated.

Customer is briefed

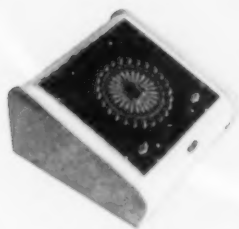
It is spelled out to the customer that the balance of the storage charge will be due when the order is delivered next fall. It is also told to her, verbally and in writing, that everything in the storage box will be cleaned and pressed at the regular charges. When the box is delivered, the customer also receives a multicopy invoice which is also an inventory sheet. She lists the items put into the box on this form.

This list is checked by the plant markers. If there is any discrepancy, the customer is immediately notified by phone. If not, the invoice is priced and returned to the housewife as her receipt. It is also important to note that the conditions of the sale state that the entire order will be delivered in one lot. This, upon notification by the customer that she is ready for her garments.

In a mutual agreement between the salesmen and the plant, bonuses for storage (the 15 percent commission) are paid on December 1 for all deliveries made before that date. This provides the men with a nice nest egg for their family's Christmas shopping. It applies to men who have left the firm's services before the bonus date. Their checks are mailed to them at that time.

Because of the sales force's enthusiastic response to the box storage plan, plus the early success of the promotion, Manhattan is thinking about expanding the box storage idea. It intends to use the boxes for storage of choir robes for churches. It is also planning on a box storage campaign for draperies and slipcovers.

One of the big advantages the management sees is that the normal storage season can be spread over several months, through the use of the boxes and the sales contest. Final results cannot be predicted accurately at this time. A subsequent issue of NATIONAL CLEANER & DYER will report just what did happen. # #



THIS
simple Dialomatic
control panel . . .

...DIALED
by your counter attendant . . .



...OPERATES this space-saving
Detrex-B&G garment conveyor
system which automatically . . .

...DELIVERS the
customer's order right to your
counter in seconds. It saves time,
increases efficiency, improves cus-
tomer relations, boosts profits.
Write for details today!



DETREX CHEMICAL
INDUSTRIES, INC.

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DETREX CHEMICAL INDUSTRIES, INC.
Dept. MYC-70
Box 501, Detroit 32, Michigan

Please send immediately complete Dialomatic details

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COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Want to improve your quality?

Want to save at least **25%** on your soap cost?

Want to get at least **15%** higher swatch test reports?

Want to distill at least **50%** less?

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TRIPLE-X
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XXX DRI-SHEEN

THE USE OF TRIPLE-X

the charge soap that is not removed by sweetener powders or Activated Carbon, will make these savings for you and at the same time guarantee improved quality! These things are achieved by controlling the condition of your solvent—no more contamination in your charge.

Make Adco prove these things to you in your plant at Adco's expense.

One of our 56 trained drycleaning technicians will call and make an appointment with you to demonstrate Triple-X Dri-Sheen—in 1%, 2% without rinse, or in the 4% charge. No new equipment needed. No time lost and

- Adco** guarantees:
- 1- *Faster movement of garments through plant.*
 - 2- *Better quality.*
 - 3- *Less cost.*

Triple-X Dri-Sheen works perfectly in all types of conductivity and humidity controls.

Make us prove it at our expense. To contact the Adco technician nearest you, call today to:

Adco, INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908

TRIAL BALLOON on cooperative effort was consumer contest. At left Dean Jayroe, executive secretary, presents television set to one of community's lucky couples. Note slogan stressing quality.



Have You Tried

COOPERATIVE ADVERTISING?

Here's how one group handles it . . . successfully

By **ART SCHUELKE**

ONE ATOMIC EXPLOSION carries more impact than hundreds of single rifle shots. And that same idea applies to advertising efforts. The Oklahoma County Association of Drycleaners has developed a cooperative program that really has impact on its market, some 540,000 people.

Cleaners in that area were confronted with the usual problems of merchandising. High rates for newspaper space and radio time made it difficult for individual plants to carry on a sustained program of any size.

About the middle of 1956, some 40 members of the association decided to

do something about the problem. They formed a loose organization, put up \$65 apiece and launched a consumer contest. With the help of local merchants they compiled an impressive list of prizes, including two free round-trip airline tickets to Hollywood, California.

One merchant supplied a \$500 wardrobe at a drastic discount, another a television set. The \$65 covered all costs of prizes, as well as entry blanks, newspaper ads and other publicity.

The contest was based on the best letters, stating in 25 words or less, the answer to "Why I Like My Drycleaner." Entry blanks were available at the participating member plants.

Big contest response

The contest ran for six months, ending in January 1957. In that period over 40,000 entries were received. Judging was done by a committee of a few drycleaners, local merchants and prominent women in the area.

Results of the contest had a double-

barreled effect. First, it stimulated interest in drycleaning in the market; helped the member plants. A good deal of free publicity resulted, as well as increased goodwill for these cleaners. But the most important result was that the answers received gave the organization a clue as to customers' real wants when they bought drycleaning services.

What customers wanted

The preponderance of entries indicated that customers were concerned with the care and safety of their garments while they were in the hands of the plantowners. (This was substantiated by the Motivation Survey conducted by the National Institute of Drycleaning and reported to the recent national convention.) It dictated the need of a campaign stressing "care."

As a result of the success of the contest it was decided to launch a continuing, formalized program for interested members of the county association. In order to be assured of a sustained membership, a contract was

Sparked by the National Institute of Drycleaning, more and more local groups are becoming aware of group promotion and its advantages. The recent Spirit of Service contest sponsored by the NID generated countrywide interest. Winners were announced at the recent Golden Anniversary Convention in Atlantic City as published in our April issue.



Drivers get set to "hit the road" with the first of the 1000 new Power Giants ordered by Ryder System, Inc.

Dodge awarded 1000-truck order



"We picked these Dodge Power Giants to give our truck-lease customers the finest hauling and delivery operation at lowest cost", James Ryder (right), president of Ryder System, Inc., tells Lee F. Desmond, vice president of Dodge.

**Ryder System, Inc., world's largest exclusive truck-leasing company,
puts low-cost operation first...picks Dodge for record order**

When your business is leasing trucks, there's only one way to make it pay off. And that's by keeping your operating costs per mile at rock-bottom levels. That's why Jim Ryder, president of Ryder System, Inc., decided on Dodge when he needed new trucks. He knew that Dodge trucks are built to take extra miles without extra costs.

For instance, new Dodge *Power Giant* V-8's are the most powerful of the low-priced three. And that extra power lets you handle the roughest hauling jobs with less engine strain. Less strain means less wear and, of course, fewer repairs. Exclusive Power-Dome design delivers premium performance on regular gas, too. "I save money both ways", says Jim

Ryder. "But more important, I know that my customers will be thoroughly satisfied with any Dodge *Power Giant* they lease."

Why not do as Jim Ryder did . . . check into the facts with your Dodge dealer. You'll find a Dodge *Power Giant* will pay off for you, whatever your business.

DODGE
PowerGiants
Most Power of the Low-Priced 3

Careful...

"from Buttons to Bows"

DRY CLEANERS ASS'N.

INC.
OKLA. COUNTY

National Outdoor Adv. Co.

LETTERS SUBMITTED by contest entrants sparked current campaign theme. Low membership fee includes maintenance of billboards around county

drawn up, to be signed by the association officers and the participating member. In it the member agrees to annual dues of \$300, payable at the rate of \$25 per month.

The fee covers the costs of office space, the aid of the executive secretary, Dean Jayroe, and an office girl. It includes decals for store windows

and doors as well as trucks. The association also maintains roadside billboards for its members. The movie, "After the Ball Was Over," was purchased, with a trailer added plugging the local cooperative group.

The movie is available for showing, free of charge, to local women's and civic groups. So far only a few show-

ings have been made, due to the newness of the organization. There are approximately 375 women's groups alone, however, and probably most will view it in the months ahead.

Care is the theme

As can be seen on the accompanying illustrations, the entire theme of the campaign stresses carefulness, "from buttons to bows." To back this up the association purchased pamphlets from the Better Business Bureau. Members pass these out to their patrons for consumer education. It helps the customers to avoid the purchase of unserviceable materials.

Other group benefits

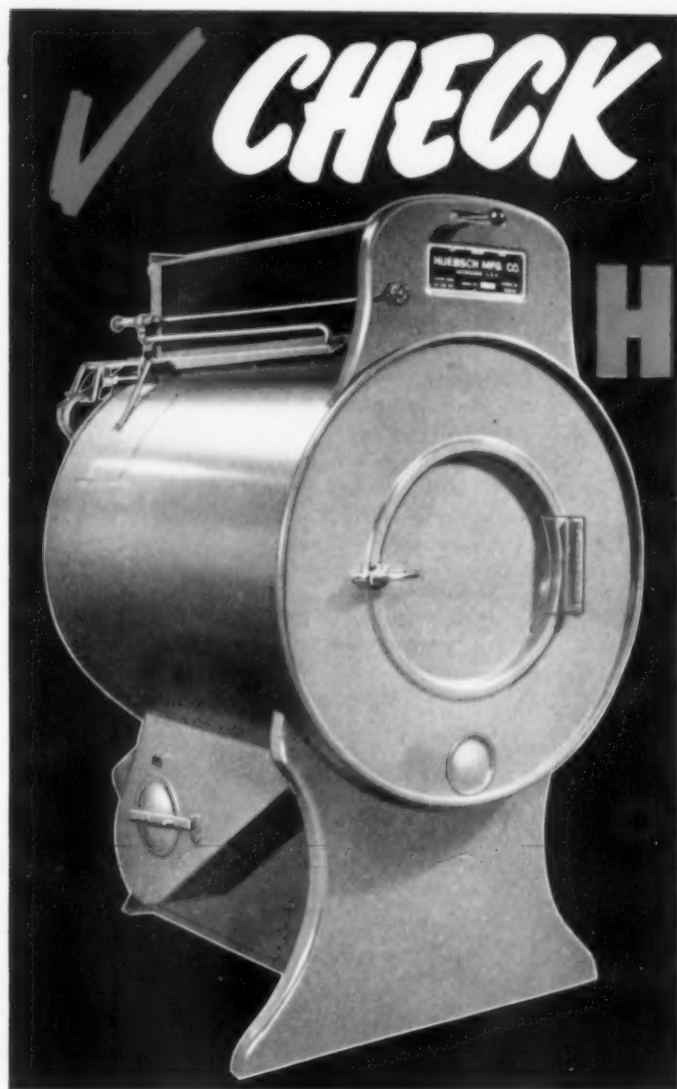
There are two other advantages offered participating members. The headquarters office assists in the placement of personnel. The office itself is available to members for interviewing prospective employees.

Another plan is under way that could have far-reaching effects. The association is endeavoring to set up an insurance plan with a casualty company. If it materializes, the member plants and the customer would be assured of quick, satisfactory settlement, regardless of the nature of the complaint. Obviously, the present monthly \$25 membership fee would not be adequate to cover this plan. In any event, the costs for the group as a whole will be far less for each plant than if individual drycleaners tried the idea.

It is another example of what can be accomplished by group effort. # #



DECALS for stores and trucks are part of cooperative package



CHECK

the many features and
advantages offered by

HUEBSCH

DRY CLEANING TUMBLERS



SAFETY FEATURES! Standard equipment includes explosion hatch ... double-fused steam extinguisher valve ... explosion-proof motor ... padded ribs ... static electricity steam spray ... grounding connection.



OPEN-END DESIGN assures fast, efficient loading and unloading.



STEAM COILS of latest fin and tube construction.



NEW, EASILY OPERATED DAMPER for regulating air temperature.



OVERSIZED PARTS designed for added strength and long wear.



LOW IN COST and economical to operate.

SIMPLE, EASY-TO-SERVICE. All parts easily accessible.



CHOICE OF ANY COLOR at no extra cost.



CHOICE OF FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42".

*Ask your jobber for complete details, or
write directly to*

HUEBSCH MANUFACTURING COMPANY

3775 N. Holton Street • Milwaukee 1, Wisconsin



Your customers can tell ...when you clean

Clothes can't help but come out gray, and customers are bound to complain, when your solvent gets dirty. A belt kept at home may look brighter than a newly cleaned dress. Or separately cleaned trousers may no longer match a coat. Just one batch of grayed garments can cost you a lot of customers.

It's easy to tell when your solvent is dirty. And it is easy—and economical—to keep it *always* clean, by regular use of DARCO® DC activated carbon.



CLEAN SOLVENT HAS LIGHT COLOR. Here's how solvent containing a 1% soap charge, and treated daily with the correct daily Darco DC dosage, actually appeared after a week of normal cleaning.

WITHOUT DARCO, SOLVENT TURNS DARK. Here's a solvent, also with 1% soap charge, but *not* treated daily with Darco DC, after a week's normal cleaning.

with Dirty Solvent

check your solvent with the DARCO® whiteness test

Tear a clean piece of white cotton or rayon cloth in half. Run one half through your washer. Dry it and press.

Then compare the color of the cloth you've just "cleaned" with the piece you've kept out of the washer. If it looks gray and dingy, you're working with *dirty solvent*!

Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-It" chart.



DARCO® DC every day keeps trouble away

It costs so little to keep your solvent in top condition using DARCO DC. And it's the cheapest "customer insurance" you can buy . . . the simplest way to build a reputation for premium quality cleaning. Be sure to use DARCO DC every day. And be sure to use enough to do the job.

DARCO DC is all you need to keep solvent free of bleeding dyes, fatty acids and odor-bearing impurities. You sweep out all trouble-makers in a single operation. Your DARCO DC distributor will be glad to tell you how much dosage is best for your specific washer.

You'll save money—because you can run longer between re-distillations. DARCO DC saves soap and solvent, too.

You'll save customers. Daily DARCO DC treatment ends complaints about grayness and odors . . . keeps old customers happy, builds a reputation that attracts new customers.

ORDER DARCO DC from your distributor today, in the handy 2-pound packages—25 to a carton.

Here's proof of what Darco DC does. Send for your copy of the N.I.D. Report, "The Use of Darco in 1-Bath Charged Systems".



CHEMICALS
DIVISION

ATLAS

POWDER COMPANY
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd., Brantford, Ontario, Canada



GARMENTS ARE IMMERSSED in sizing bath and drained until excess concentrate drains out

Sizing Speaks Louder Than Words

Simple process builds plant prestige the easy way

By HARRY YEATES

ALL THE TALK in the world won't convince the customer that she is getting quality drycleaning unless she can see for herself what it means. One way to accomplish this has been adopted by Westgate Carriage Cleaners, Columbus, Ohio, where sizing acts as a silent salesman in proving what quality work should be.

Even before the plant was opened about a year ago, plantowner Charles Weaver was determined to sell quality. He wanted to make sure that the housewife would be pleased with results when she brought clothes in for processing, and got them back looking "good as new."

Sizing all garments at no additional cost has attracted new customers and gives tangible proof that the plant is producing quality work.

Dresses are classified into various types of fabrics such as taffeta, shantung, net or cotton. They are spotted,

cleaned, then hung on hangers before sizing is added. The spotter is required to do a thorough job from the beginning. Any spotting required after sizing merely removes the finish and means that the garment must be processed again.

There are several ways to apply sizing after the garment has been spotted:

1. Sizing concentrate is added to the drycleaning solvent and hand-dipped.
2. Sizing is applied with a spray gun.

The plantowner buys sizing concentrate in 55-gallon drums and uses a matching 55-gallon drum for the sizing process. Solutions are prepared according to manufacturer's specifications for maximum results. Garments are immersed in the bath or solution

and left there until the solvent completely penetrates the garment. They are laid over the container until the excess solution drains out.

Extras that count

Several important details in the process help produce a better looking garment. First, 6 ounces of white mineral oil are added to each gallon of solvent in the sizing bath. This adds depth to the fabric and helps restore original colors. This is especially important on soiled shantungs that have a tendency to fade under the arms. Second, to prevent streaks the garment is never left on the drain table more than a few minutes.

Garments are extracted very lightly for one minute. Special caution is maintained so that the sizing concentrate does not run out of the garment. The longer the garment is extracted



AUTOMATION

A MAGIC WORD FOR GROWTH... HOW CAN YOU APPLY IT IN DRY CLEANING?

The WASHEX Auto-Cycler permits complete control over every step of the dry cleaning machine operation. The timing of every phase can be readily varied to any specific needs and a cycle may be interrupted to add a few items into the machine.

... And in an emergency situation the machine can still be manually operated by push-pull valves on the front of the machine. Yes, full protection against overflowing of the machine, against interchange of solutions, or against extracting with solvent in the machine are also provided.

It certainly will pay you to check with your

WASHEX Distributor how WASHEX can bring Automation into your plant.

WASHEX Auto-Cycler is available on all packaged and standard WASHEX Combination Washer-Extractors from 65 to 450 lb. capacities.

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WASHEX MACHINERY CORPORATION
192 Banker Street, Brooklyn 22, N. Y.

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..... "P-65" WASHEX "200" WASHEX
..... "P-100" WASHEX "300" WASHEX
..... "100" WASHEX "500" WASHEX
..... with WASHEX Auto-Cycler
..... WASHEX Tube Filter

NAME

FIRM

ADDRESS

CITY ZONE STATE



OPERATOR PREPARES flat surface by lifting taffeta skirt with left hand. Spraying sizing with right hand produces even distribution of concentrate

the less sizing is retained in the fabric.

Garments are tumbled for 2 minutes and hung on hangers. The entire process takes only 15 to 20 minutes depending on the amount of garments being processed in each load.

A spray gun is used to size certain

fabrics such as fancy formals, net dresses, crinoline petticoats, etc. In this method the sizing solution is mixed with water. Sizing is sprayed if the fabric is extremely crisp in texture or when the customer requests a heavier degree of stiffness.

When lace dresses and the other delicate fabrics are processed the operator first sprays the sleeves, then the bodice and finally the skirt. If the dress has a soft underskirt or slip attached the operator lifts it up over the bottom bar of the hanger. Therefore, the sizing solution doesn't come in contact with that portion of the garment.

The operator should hold the spray gun at least 12 inches from the dress. The solution must be sprayed smoothly for best results. The operator should hold the skirt with one hand, making a flat surface to spray on. The garment must remain on the hanger until completely dry. The length of drying time is determined by the temperature in the finishing room.

Finishing procedure

The final step involves finishing the garment. Equipment in this department should include a water spray gun. As the garment is laid in position on the press a light spray of water is applied before the press head is placed on the fabric. A soft spray of water is also used when finishing with the steam iron. The top of the garment is finished with a hand iron; the skirt is finished on the press.

The sizing process is an important way to make quality obvious to the customer. The technique used by this plantowner gives an added incentive for repeat business from satisfied customers. # #



LIGHT SPRAY of water is applied before finishing to make fabric look like new again

FOR TERRIFIC VALUE

TUNE IN ON L. A. YOUNG STAR-SERVICE GARMENT HANGERS



NON-CREASING
PAPER STRUT
CAN'T COME
LOOSE

BALANCED HOOK
HOLDS TO ROD
YET LIFTS OFF
EASILY

CORRECT CURVE
FOR GARMENT
COLLAR AND
SHOULDER



TIGHT, EVEN
"NO-SHAG"
SHANK

FINE, BAKED-ON
ENAMEL
FINISH

"E-Z GRIP" ADDS
EXTRA COLLAR
CONTROL

STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEASIDE, ONTARIO



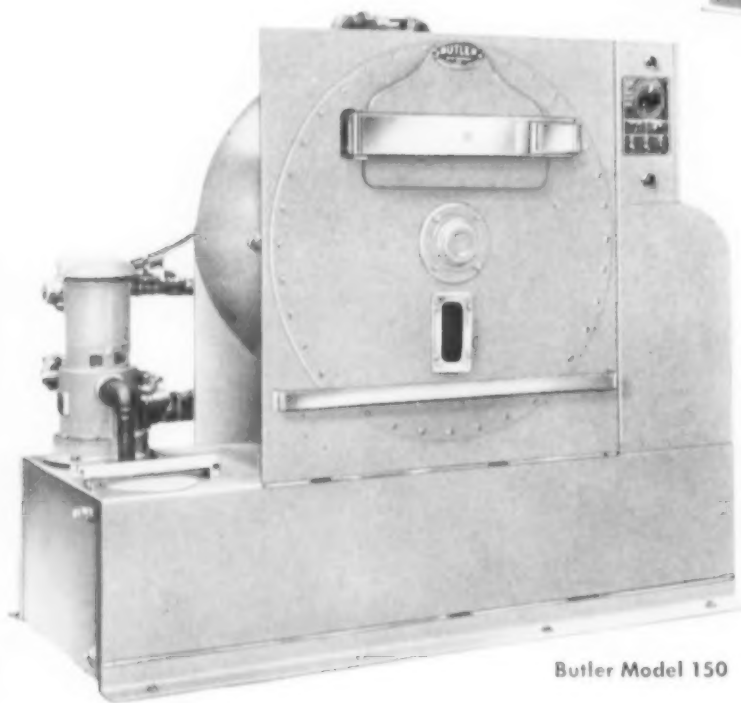
NOW—the complete Butler



Butler Model 100



Butler Model 225



Butler Model 150

Butler model 100 synthetic unit handles 25-30 lbs. per load for a weekly volume of \$1,500 to \$2,000.

Butler model 150 synthetic unit handles 40-50 lbs. per load for a weekly volume of \$2,500 to \$3,000.

Butler model 225 synthetic unit handles 70-80 lbs. per load for a weekly volume of \$3,500 to \$5,000.

Each Butler synthetic unit has only four valves. Each is fully automatic, and each one includes a filter, a still, and a reclaimer. Butler synthetic units provide simplified operation with minimum maintenance.

family of synthetic units

The right-size system for every-size plant

All Butler synthetic units have this in common: they provide three key benefits every profit-conscious cleaner wants. (1) They attract new customers. (2) They cut labor costs. (3) They operate for less money.

They attract new customers by doing better work. Divided pocket cylinders get out more dirt by forcing deep penetration and circulation of perc, and provide even distribution for proper extraction with minimum wrinkling.

They cut labor costs through simple operation. Your cleaner merely loads and sets. The machines take over while he spends up to $\frac{2}{3}$ of his time doing other jobs. Thorough cleaning gets out more spots, reduces spotting time and cost.

They operate for less money because solvent reclamation and drying is done in a separate reclaimer, which recovers more of the solvent left in garments after extraction. This frees the washer for another load, means more production and more profit. Butler filter and still save hundreds of dollars a year through highly efficient recovery of perc.

Get all the information on the unit that is best for your needs. Consult your Butler sales representative for information on complete plant layout, factory installation, service, sales promotion, financing.

The handsome, low-profile buildings illustrated above are examples of the new low rigid-frame buildings now available from Butler, world's leading manufacturer of pre-engineered metal buildings. These buildings are ideal for dry cleaning plants, supermarkets, automobile dealerships, auditoriums, retail stores, and many other uses.



BUTLER MANUFACTURING COMPANY

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Manufacturers of Dry Cleaners Equipment • Oil Equipment • Buildings • Farm Equipment • Outdoor Advertising Equipment • Custom Fabrication



CLOTHING STORE PERSONNEL are posted on fabric characteristics. At far left is Eugene Teper, owner of Buchheim's Cleaners and Dyers of Albany, New York

TRADE RELATIONS—Grass Roots Style

Cleaner works with local retail merchants
for better consumer acceptance

By ART SCHUELKE

HOW TO BEGIN

There may be some cleaners interested in Mr. Teper's opening remarks to the store personnel. The following statement was the only formal portion of his talk. As this concluded, he went into actual demonstrations of the various fabrics and their characteristics.

Passing the Buck

When will it stop! The situation of passing the buck seems to be getting worse. Who suffers in the meantime? Naturally, the consumer—your customer and mine. *Let's stop passing the buck!*

Unfortunately, there are some cleaners who don't pay attention to the new types of fabrics which require special care. There are also some merchants in the same category. For example, customers should be honestly informed, when buying these new type fabrics, that special handling is required, and

drycleaning information furnished by the manufacturer should be passed on to the customer, who in turn could give this information to the cleaner.

Working in conjunction with the National Institute of Drycleaning, many manufacturers today are properly labeling garments as to their content, and advising certain methods to use in the cleaning process. Instructions often refer to technical bulletins which are published by the National Institute of Drycleaning, and any reputable drycleaner should have the information contained in these bulletins in his files.

It is important that buyers of this store, or in fact, in any store, check with the manufacturer as to the cleanability of the merchandise they are purchasing. This information should be given to the sales staff, who in turn would then know what to explain to the customer.

GOOD RELATIONS BETWEEN the garment industry and drycleaners, through the National Institute of Drycleaning, are a fine thing. But more important, this relationship should exist between local retail merchants and drycleaners. So feels Eugene Teper, owner of Buchheim's Cleaners and Dyers at Albany, New York.

What Mr. Teper has done to establish rapport between the two businesses in his city should prove inspirational to cleaners everywhere. If all drycleaners followed suit, the impact on the buying public would have lasting, beneficial effects for our industry. And, as we shall presently see, it takes little time and money.

Gene Teper's plant charges the highest prices in town (\$1.50 base) and has an enviable reputation for quality. Buchheim's does the cleaning for most of the city's merchants, their personal clothing as well as shopworn or "damaged" garments brought back to the stores by customers.

Gene is frequently asked to pass opinion on the latter, or to try to salvage such articles. He is a member of the NID, and often refers the stores to the Institute for final judgment. In most cases, however, he can help the stores settle their problems quickly.

Because of this constant exposure

Is residual odor your problem?



SHELL SOL 105

for most
dry cleaning systems



SHELL SOL 140

where high flash point
is required and where
low odor is important

BOTH are approved and listed
by the National Institute of Dry Cleaning
and Underwriters Re-Examination Service

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



McManus & Riley
51 STATE STREET, ALBANY, N. Y.

April 23, 1956

Mr. Gene Teper
432 Central Avenue
Albany, New York

Dear Gene:

We, at McManus & Riley, would like to thank you for discussing the problems of cleaning.

You did an excellent job in bringing information to us and our sales people were very much impressed.

I am sure this will help in better relationship between retailer and cleaner.

Sincerely,

Bill

William S. Matthews
General Manager

4/24/56

TESTIMONIAL LETTERS indicate effectiveness of drycleaner's talk to retail garment salespeople

Henigbaum's

WADSWORTH LANE AT JAMES, ALBANY, NEW YORK

ON THE PARK, GLENS FALLS, NEW YORK

Mr. Eugene Teper
Buchheim's Cleaners & Dyers
432 Central Avenue
Albany, New York

Dear Mr. Teper:

All of us at Henigbaum's are so grateful for your most enlightening talk and discussion at our store meeting last Thursday. Up to now we have never really dug into the pitfalls of all the cleaning and home washing problems. Armed with this knowledge, our sales staff is able to perform a much greater service to our customers. It should go a long way toward eliminating the shifting of responsibility between dry cleaner and retailer.

Many thanks for your excellent presentation.

Sincerely yours,

HENIGBAUM'S, INC.

Willard K. Elitzer
Willard K. Elitzer
General Manager

RKE/msh

May 11, 1956

to the retailers' difficulties, Gene saw the need of an educational program at the point-of-sale level. The sales clerks in all stores are lacking in knowledge of fabrics, their characteristics and serviceability. As a result, the customer suffers and the cleaners are vulnerable to complaints. While it is

Perhaps one reason Eugene Teper took on his trade relations program with retail merchants is because he is naturally civic-minded. He is a member of Kiwanis, the Elks and the Chamber of Commerce. A few years ago he headed a drive to retain the local professional baseball club in Albany, a successful venture. He is a long-time member and a director of the Variety Club, a national theatrical group with a local chapter in his city. He has also been active in many different youth movements.

Here is a sample of Mr. Teper's mode of operation. At the time we visited him to pick up this story, he arranged for a luncheon for ourselves and an officer of the local Chamber of Commerce. Also in attendance were two executives of leading apparel shops in Albany.

The firm of Buchheim's has been in business since 1883. Gene has been with the organization for 20 years; has been sole owner for the past 10 years.

fine for the NID to work at high levels with the manufacturers, it is only a partial answer. The educational program in the local stores is the responsibility of the drycleaners, Gene feels.

In the October 1955 issue of THE NATIONAL CLEANER & DYER there appeared an article titled, "A Break In The Dike?" It dealt with labeling and the adoption of standards for manufacturers of rayon and acetate fabric. It told of the acceptance by the Reeves Brothers Mills of the L-22 standards set up by the American Standards Association and the NID. All fabrics meeting L-22 requirements would be properly labeled by this mill, and there were indications other mills would follow suit.

Since labeling plays such an important part in serviceability and proper cleaning procedures, this article spurred Gene Teper to consider some type of educational program for retail clerks. Even the store managers and buyers were aware of this need. As a result of the article, Gene discussed the matter with one of the officials of McManus and Riley, a leading men's wear store in Albany.

This firm asked him to address its store personnel at one of the regular monthly morning sales meetings. While not a professional speaker, Mr. Teper has long been active in civic affairs. In addition, he knew his subject completely. Consequently, his talk was

well received and prompted an enthusiastic question-and-answer period that actually delayed the store opening. It proved to him and to management how anxious the sales clerks were for factual information.

After some introductory comments, Gene discussed several different types of fabrics, taken right from the store's racks. He talked about Orlon-wool blends, cashmeres and other fabrics. He told of the cleaning characteristics of the several materials, what to tell the customers. He talked about labeling and wash-n-wear. To prove the need for professional handling of the latter he took a pair of wash-n-wear trousers for demonstration purposes.

Back at his plant, in the presence of the store's officials, Gene washed the trousers. He then topped one side and finished one leg only. The difference in appearance was so marked, the store officials were amazed.

Other stores want talk

The talk, which had Gene away from his plant for less than two hours, began to be broadcast to other merchants. There are some 18 leading stores that have their own select trade association known as the Downtown Fashion Association. Since McManus and Riley is a member it passed the word on to the others.

Almost immediately Gene was re-

quested to talk to the employees of Honigsbaum's, one of the leading fashion stores for women's wear. He followed the same procedure, using garments from the racks to point up his remarks. Since built-in linings were so fashionable this year, he talked about the difficulties caused by marquisette linings. Differences in shrinkage caused uneven hem lines and puckering.

This firm returned several dresses still on its racks for more serviceable merchandise. Similarly, some so-called "permanently" pleated skirts went back to the manufacturer for better merchandise. Mr. Teper also talked about water marks on shantungs and problems with regenerated taffetas.

The same enthusiastic reception was given him here. The question-and-answer period went on right up until time to open the store. (These meetings are generally held just before the store opens, once a month.)

As of this writing, Gene has been asked to become "official consultant" of the Downtown Fashion Association. The other members are clamoring for his talks. Those that have already been addressed have asked that he return to their stores at least every six months for refresher courses and to orient new employees hired since the last visit.

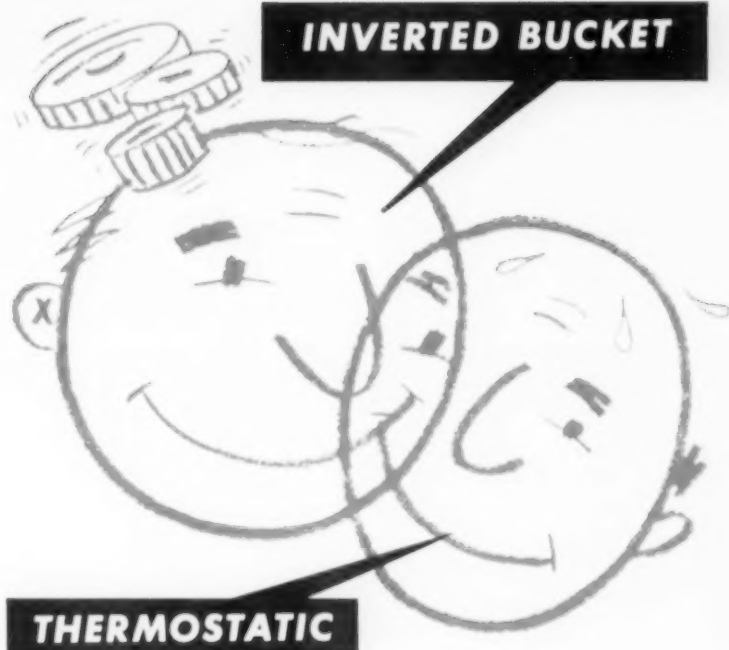
Even the Chamber of Commerce has got behind the idea. It is attempting to develop a continuing program along the lines of Gene Teper's talks. Obviously, the task is too big for only one cleaner to tackle.

Industry benefits

What has been accomplished so far by this one enterprising man certainly points the way for others in the industry. He has added tremendously to the stature of the industry in his market. Closer communications with these merchants will be helpful to other cleaners in that market.

Gene's only investment in the meetings has been his years of practical know-how, plus a few hours of his time. This activity has had its side benefits, too. He has gained at least eight new customers from among the clerks themselves.

Perhaps one reason Gene's efforts have been so well received is that he did not attempt to pin the entire blame on the clerks and their stores. He readily admitted some of the limitations of the cleaning industry. He did stress the need for closer communications between all concerned. He also pointed out the necessity to be completely frank with the customers when they showed interest in garments that could cause trouble. #



Like Two Heads...

A TWO-IN-ONE TRAP IS BETTER THAN ONE!



- A Heat-Kwik Steam Trap makes a steam producing unit give out heat 800% faster than a conventional trap because it's really two traps in one. A unique combination thermostatic and inverted bucket design gives this trap enormous capacities for purging air and draining condensate instantly from cold units. As a result, you get more production, instant heat. Install Heat-Kwiks. Fast heating-up will save you money. See your jobber or mail coupon for full details.

FREE HEAT-KWIK BULLETIN

Bulletin 1153 shows how to heat up units in 1/8th the time. Mail Coupon.



THE V. D. ANDERSON COMPANY

Division of International Trade Machinery Corporation • 1930 West 96th Street • Cleveland 2, Ohio, U. S. A.

Yes, Please send copy of Bulletin 1153. Also send bulletins on the following types of traps.

- ☐ Inverted bucket
☐ Combination
☐ Thermostatic
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ANDERSON
Super-Silvertop

HEAT-KWIK STEAM TRAPS

The Engineered Steam Traps

THE INDUSTRY'S ONE AND ONLY GUIDEBOOK IS PRAISED LIKE THIS

While every issue of NATIONAL CLEANER & DYER produces a wealth of endorsements from leading drycleaners everywhere, no issue rocks the trade like NATIONAL's big ANNUAL GUIDEBOOK OF THE DRYCLEANING INDUSTRY.

Readers have very definite ideas about our GUIDEBOOKS—and they don't hesitate to put them down on paper!

"important source of information . . . pleasure . . . only contact we have . . . provides the answers . . . amazing how much you can learn . . . refer to it about every week . . . filed in my filing cabinet . . . thoroughly read and retained . . . a 'must' "

These comments are typical of the scores drawn every time a GUIDEBOOK rolls

" . . . the reason why we subscribe explains that we are interested in the progress of the trade.

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off the press. They're all the more significant when coupled with the fact that NATIONAL CLEANER & DYER, with its ANNUAL ISSUES, is the only coast-to-coast, specialized magazine readers *can pay for*.

And they *do* pay for NATIONAL. Currently, a big 76.13% of our readers, renewing subscriptions, pay again and again.

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"We have used the GUIDEBOOK ISSUE of your magazine for the past three years in selecting new machinery. I think it is a good thing for a cleaner to have on hand in order for him to keep up with the latest trends in new machinery and equipment. I keep your GUIDEBOOK filed in my filing cabinet. I now have three copies (1955, 1956, 1957). I am looking forward to receiving many more as the years go by."

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"I enjoy the GUIDEBOOK ISSUE very much. It provides the answers to many problems. Please accept our thanks. Give my regards to Lou Bellew."

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DRY CLEANERS
Logan, Utah



WOOL FINISHER is stationed at left rear near compact little synthetic unit along back wall. At right Claire Latcham is shown about center of 40-foot-long room. Old-fashioned counter in foreground will soon be remodeled to provide additional space.

Automatic Conveyor Solves Space Problem

Costly move to larger quarters eliminated with equipment

By LOU BELLEW

A NEWCOMER to Phoenix, Arizona, Claire Latcham, bought a small press shop in an outlying residential area beyond the city limits in March of 1955. The little shop occupied a 15-by-40-foot building in a tiny shopping district consisting of other small businesses, and did an average of \$150 per week.

It was soon apparent the local residents would support a producer of quality drycleaning in this location. So a little over a year ago Claire installed a small synthetic cleaning unit in his Sunnyslope Cleaners.

Today the little plant is averaging \$400 per week with about half in one-day service and the rest ready for the customer on the second day.

As the little community grew, so did the volume, and lack of storage space presented a real problem in spite of the fact the fast service did keep the garments from accumulating. The only answer seemed to be to move to larger quarters, at considerable expense.

A salesman friend suggested a garment conveyor with a capacity of 300 garments, which he claimed could be handled in a 22-foot-long space in an area of 75 square feet, instead of conventional rack space of 115 square feet. The cost of the conveyor at about \$1,135 plus an automatic selector at

\$190 was carefully weighed against the costs of moving and the additional rent of sufficient space. It was decided to give the conveyor a trial.

The conveyor is now installed along a side wall up near the front window in what had been dead space. With the counter rearranged, it will add even extra usable space to the busy room. An additional bonus lies in the added touch of animation to the plant appearance from the sidewalk, and the conveyor does attract considerable attention.

The working area has been increased surprisingly, enough so that

more equipment can be added to handle the increase in volume as the community grows. Claire's only regret now is that he didn't buy the 400-garment conveyor which takes up only 6 more feet in length. Such a capacity conveyor would hold all the work he could possibly handle in this room.

At the moment Claire Latcham and his two employees (a wool finisher and a silk finisher) have gained needed elbow room. The fast service made possible by the synthetic unit permits them to utilize the time-saving and space-saving features of the conveyor to the fullest extent. #



300-GARMENT CONVEYOR at left along wall near front window will get additional 6-foot section, providing hanging space for another 100 garments. Rack shown in center of picture will be eliminated.

more answers to questions often asked about

PERCHLORETHYLENE

NUMBER 6 OF A SERIES



PLEASE CUT OUT THIS PAGE AND FILE

Columbia-Southern continues to answer questions dry cleaners frequently ask about Perchlorethylene. Every operator of an established plant or a newer shop is, of course, concerned today with showing a bigger profit, cutting overhead, and increasing customer satisfaction . . . therefore, the steadily growing interest in the economical synthetic cleaning process utilizing Perchlor. If you have any questions of your own, please forward them to us.

Can I use Perchlorethylene as effectively for a "charged system" as in my present "soap-on-each-load" process? Comparable results can be obtained using modern dry cleaning soaps. Constant re-circulation and filtration make the charged system a much more economical process than the old soap-on-each-load system.

What do I actually get in buying a synthetic unit? The purchase price generally delivers a unit which will wash, tumble, and extract . . . equipped with filter, still, and solvent tanks. The majority of pipe lines come assembled. All that is needed

are connections for water, steam, and electricity . . . and several drums of Perchlor.

Should Perchlor be distilled under the same steam pressure all the time? Yes, for normal operations. Equipment manufacturers design the still for operation at a single pressure of 50 to 60 lbs. p.s.i.

What special technique can you advise for handling fur-trimmed garments? Do not give these garments a full run in Perchlor. Oils normally present keep the fur soft and pliable, and help to hold fur fibers in the pelt. To prevent removal of these oils, give garments only a rinse run with a high solvent level. Avoid tumbling and unnecessary handling.

How do all the dry cleaners now using Perchlor benefit? In brief, highly stable Perchlor has these advantages:

Nonflammability—lower insurance rates, fewer zoning restrictions, simplified housing, higher employee morale.

Faster cleaning cycles—a real benefit, particularly when volume is heavy or quick-service is featured.

More economical equipment and installation—less cash outlay for the unit, labor, and required floor space.

Greater solvent action—superior removal of grease, oil, and other stains reduces pre-spotting, spotting, wet cleaning.

Odorless garments—an effective selling point, especially with women.

For more information, please call, wire or write Perchlor Department at our Pittsburgh address. More questions of interest to you will be answered in our next ad. May we suggest you clip this page for your file?

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LEGAL DECISIONS

By A. L. H. STREET

Shipping Loss Claims

Is a drycleaner responsible for loss incurred in shipping a customer's garments?

What the Texas Court of Civil Appeals decided in the case described below applies to almost any case where a cleaner-dyer has undertaken to ship a garment to a customer. In this instance a Russian sable scarf worth \$1,700 was mailed to the owner by parcel post, insured for only \$50. The scarf had been stored with the defendant in San Antonio and the plaintiff (owner) requested that it be forwarded to his wife in New York City. No instructions were given as to how the scarf was to be shipped nor as to what valuation should be placed upon it. The scarf was lost in the mails.

The defendant valued the scarf at \$50 merely to secure better handling, under a correct supposition that the plaintiff had covering insurance. The insurance company settled claim for the loss for \$1,654, and the plaintiff's suit against the defendant seems to have been brought for the benefit of the insurance company.

The Court of Civil Appeals reasoned that the defendant acted merely as the plaintiff's agent in sending the scarf to New York at his request. Because the plaintiff gave no instructions as to insurance, the defendant could not be held liable for failure to insure the scarf for its true value. (*Wells v. Frost Bros., Inc.*, 295 S. W. 2d 958).

Although the defendant successfully defended the suit, it is possible that the plaintiff thought that he had a good damage claim because, although the parties had valued the scarf at \$100 for the purpose of the storage agreement, the defendant shipped it at a valuation of only \$50. But the court makes no mention of that circumstance. In the writer's opinion it would have been more prudent to have valued the scarf at \$100 for parcel post insurance.

When a garment is received for servicing or storage and is to be shipped, it will obviously help guard against future claims if the agreement, preferably in writing, states whether shipment shall be made by mail, express or otherwise, and at what valuation.

If the cleaner receives a garment by mail or express and nothing is said to show how it shall be returned, it

will be best for the cleaner to return it the same way and at the same valuation. There are court decisions to the effect that by sending an article by mail or express the owner intimates that he wants it returned the same way.

Damage Due to Negligence

Can a cleaner be considered liable for damages to a customer's property when he has used customary cleaning methods?

A Pennsylvania cleaning company received some green wool rugs for cleaning. After the soil had been washed out by solvent processing they were hung in a drying room where air was passed through them for 30 minutes at 120° to 140° F. in order to remove the solvent vapors. When returned to the patron the rugs had tan stains, resulting from caramelization of sugar from spilled drinks, that rendered them virtually worthless.

Admittedly the sugar would not have caramelized had the rugs been atmospherically dried. To have removed the sugar it would have been necessary to completely soak the spots or to use a wet cleaning process. But that process would have involved the risk of color running, shrinkage and removal of sizing. The cleaner claimed that atmospheric drying was not an accepted method among rug cleaners because of the area over which the rugs must be spread, and because it would take too much time for drying. Once caramelized the sugar could not be removed by any cleaning process.

A jury awarded the owner of the rugs damages—presumably for the value of the rugs. Did the evidence pro and con at the trial justify the verdict?

Yes, according to the Pennsylvania Superior Court (128 Atl. 2d 147).

First, the court summarized the applicable rules of the law of *bailments*. (A *bailment* involves the delivery of a chattel by the *bailor*, the owner, to the *bailee*, in this case the cleaner, for performance of a service.) These rules of law are the fundamentals upon which liability of the bailee-cleaner to the bailor-owner for loss or damage to the chattel is decided. When goods are returned in damaged condition it is up to the cleaner to explain how the damage occurred while in his

possession. If he gives a valid explanation showing no fault on his part, it is up to the patron to satisfy the jury that the cleaner was really at fault.

Negligence of a cleaner involves (1) the performance of an act which a reasonably careful cleaner would not do in the same situation, and (2) a damaging result that should have been foreseen.

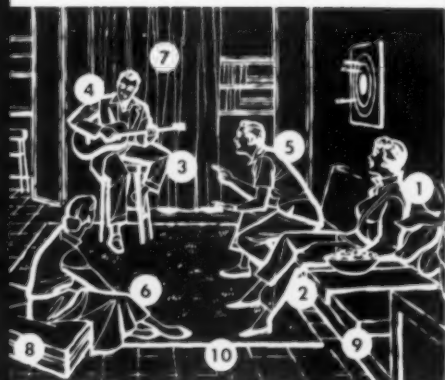
Whether a cleaner has used ordinary care depends upon the facts of each particular case, and upon usages and customs in the cleaning industry. But following a customary method of cleaning does not necessarily prevent a jury or judge finding that the cleaner was negligent. In reviewing a verdict in favor of the customer an appellate court must consider the oral evidence given by witnesses in the light most favorable to the plaintiff. (The rule works both ways: If the jury has found that the cleaner was not negligent, the reviewing court must consider the testimony in the light most favorable to the cleaner.)

The plaintiff proved "return of the bailed property in damaged condition." The defendant cleaning company then produced evidence showing the manner in which the rugs were cleaned. Considerable testimony was given dealing with caramelized stains resulting from sugar spots. A chemical engineer called by the cleaning company as an expert testified that sugar stains were among the most common found in the cleaning industry. The company president testified: "The fact of the matter is, because this (sugar stain) is so common in clothing and rug cleaning, the National Institute of Rug Cleaning issued a pamphlet on the subject." He also testified that after the damage occurred, he sent a copy of this pamphlet to the plaintiff.

The company's president and the foreman of the rug cleaning department both testified that the caramelization was caused by the "cooking" or heat drying of the rugs and that if the rugs had been allowed to dry without heat the stains would not have appeared.

The chemical expert agreed that this was so. With this information which was well known to the company but not disclosed to the plaintiff, the rugs were "cooked" without any effort having first been made to determine whether sugar stains might have been present.

They're a
new kind
of market...



Look at all the drycleaning dollars available in today's modern living . . . for the most part, not in existence a few years ago. (1) ladies' blouses, (2) ladies' slacks, (3) men's slacks, (4) men's sport coats, (5) men's sport shirts, (6) ladies' skirts, (7) drapes, (8) zip-off pillow covers, (9) furniture slip covers, and (10) scatter rugs. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

are you ready?

Ever stop to think about the change in the way you live now as compared to a few years ago? Your customers have experienced this change, too. Regardless of income or locality, virtually every family lives differently today . . . and this difference is *your* golden opportunity. Properly organized, you can use this difference to substantially increase the drycleaning per capita in your area.

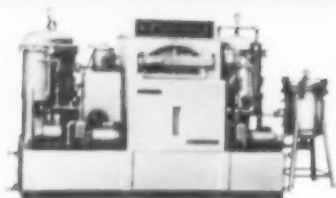
Just as important, exciting things are happening to the *number* of people who make up your market. Do you know how many more new customers there are today as compared with five years ago? Do you know what the size of your market will be five years from now? Do you know what to do *now* to be ready for these changes and not be left at the post?

All these answers, and many more, are included in our booklet, "Growth From Within," a fact-filled study of current market conditions and the opportunities that they offer the drycleaning industry. Why not see for yourself what "tomorrow" means to *you*. Send for "Growth From Within" today . . . there is absolutely no charge (using the coupon on the next page is the easy way).

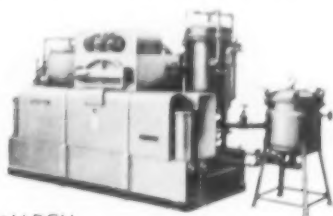
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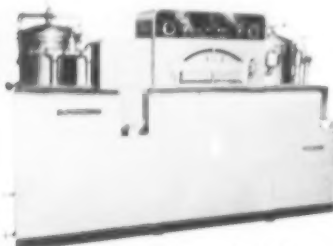
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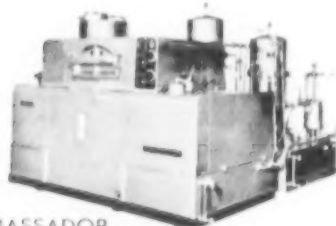
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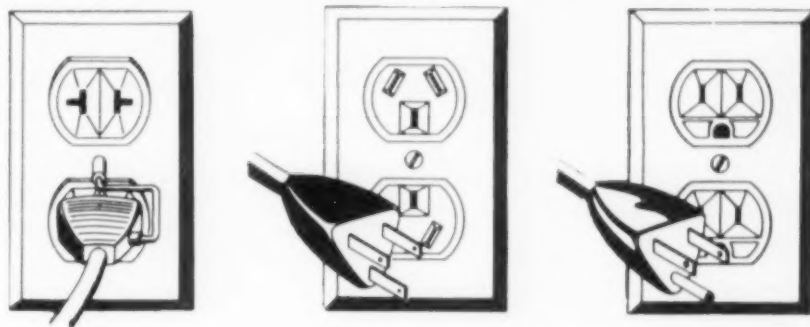
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BOX 501, DETROIT 32, MICHIGAN

FIG. 1 (left). Pigtail grounding from wire plug to receptacle is no longer permitted

FIG. 2A (center) and 2B (right). Polarized plugs or plugs already carrying a ground. Fig. 2A sometimes carries 3-phase power and needs to be checked out as shown in Fig. 4



What You Can Do To Make Your Portable Electric Equipment Safe

By JOSEPH C. McCABE

THE FIRST REACTION of the average plant man to his handling of shock problems from portable electric equipment is that he doesn't use enough such equipment for it to be a problem. Yet when you realize this includes everything from portable tools to emergency light extensions and electric fans, you know you employ a

surprising amount of portable equipment.

The causes of electric shock and the different effects it has on different individuals in a given set of circumstances are pretty well known. The major difficulty is you can never tell how any one individual will react to even a mild shock. The only answer to this difficulty is to take no chances at all. Here is how that is done.

There are two practical means of grounding portable equipment:

1. Use an approved grounding plug with one prong tying the frame of the portable tool to the circuit conduit.

2. Employ a separate wire as a grounding conductor run along with the circuit wires and connect it to an approved multiprong plug. The grounding prong ties between the ground wire and the frame of the portable equipment.

When you boil it down, the biggest problem in grounding portable equipment is completing the grounding circuit at the supply outlet. The present widely used parallel-slot receptacles and parallel-blade plugs with two openings are known as two-pole devices. These devices don't lend them-

selves to automatic grounding when the attachment plugs are inserted.

Many attempts have been made to lick this problem through use of adapters and pigtail connections on the grounding wire (Fig. 1). The National Electric Code and the Underwriters Laboratories no longer permit the use of this device. The human element always had to be depended on to establish the grounding circuit.

A major step forward was recently made when the grounding multiprong plug and receptacle (Fig. 2B) was developed. This receptacle handles existing two-pole parallel-blade-type plugs, or three-pole attachment plugs having a round or half-round grounding blade. Since the receptacle will take existing parallel-blade plugs, it does not present a problem on equipment with two-pole plugs.

There are additional advantages to using this newer type of receptacle plug. Grounding is automatically handled, plus the fact that the inherent design rules out use of the three-prong-type plugs where all poles may be alive (as occurs within three-phase portable tools).

Be cautious with three-prong receptacles (Fig. 2A) and plugs that may be used to feed three-phase loads and three-wire Edison systems as well

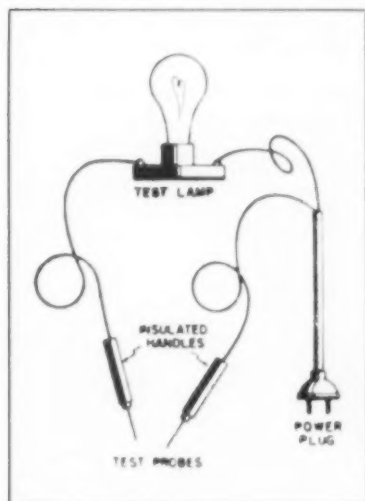
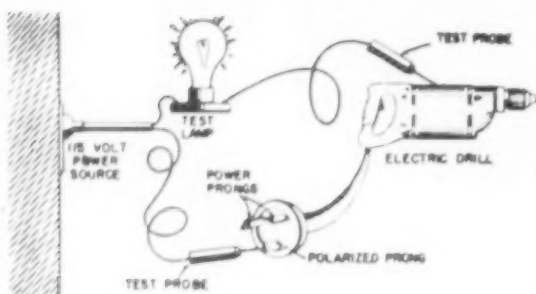


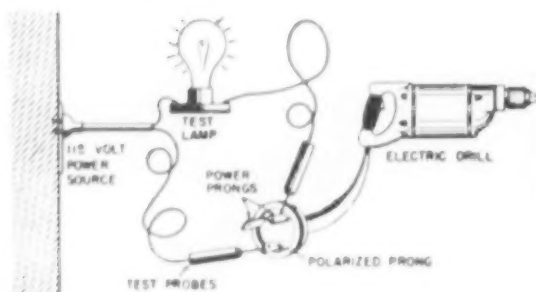
FIG. 3. Simple test rig for running ground tests

Fig. 4—Suggested Testing Procedure for Grounding Circuits



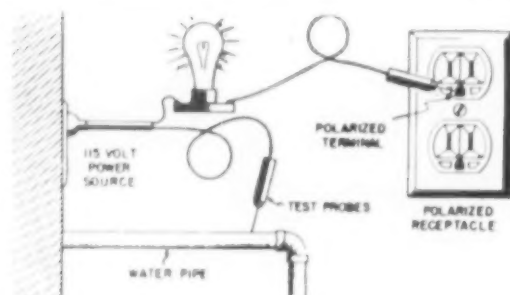
Checking Ground Continuity

With this test device plugged into a 115 v. circuit, and the two probes touched together, the 115 v. lamp will light. So if one probe is touched to the housing of the device where the grounding wire is supposed to be connected, and the other probe touched to the other end of the grounding wire or the polarized pole on the plug, the lighting of the lamp will show continuity. If the lamp does not light up, the grounding circuit should be investigated.



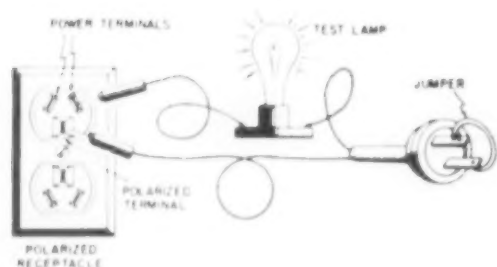
Testing for Short Circuit to Ground

With the testing device plugged into a 115 v. circuit, one probe is touched to the end of the grounding wire or the polarized pole of the plug, or the unit being checked. The other probe is touched to the power-carrying poles of the plug, one at a time. If the lamp lights up, it shows that the grounding wire is in contact with the power-carrying means and this should be investigated and corrected.



Polarized Terminal Grounding Check

This unit is usable to test for ground connection from the polarized terminal on the polarized receptacle. With the testing device plugged into a 115 v. circuit, one probe is touched into the polarized terminal, and the other probe touched to a good ground, such as a water pipe. If the terminal is actually connected to the ground, the lamp will light up. If it doesn't light up, this should be investigated, and a definite ground established before using the receptacle.



Polarized Terminal Power Test

This testing device can also determine if the polarized plug is being used in a three-phase circuit. Connect the two plug terminals of the testing device with a jumper as shown. Then touch the probes to the receptacle, one to the polarized terminal and one to either of the other terminals. If the light lights up, the polarized terminal is a power terminal, and should not be used for grounding a single-phase unit.

as two-wire systems with equipment grounding. This variety of possible uses means we can occasionally expect accidents when portable tools intended to have a grounded frame are plugged into a three-phase receptacle.

The special polarized receptacle has its third slot grounded usually by

connecting it to the conduit of the wiring system, the conduit itself being suitably grounded. Unless there is a continuity of the grounding means the polarized receptacle is of no avail.

The importance of being sure that there is a good ground connection,

and that the ground wire has not been made alive in some measure, cannot be overstressed. In any of the polarized plugs and receptacles shown, if the grounding terminal is not actually grounded, the individual has a false sense of safety.

Sometimes, as we mentioned above,

MORE SATISFIED CUSTOMERS PER BARREL!

There's two ways to measure out your soap... how far it will go, and how far it will go towards keeping old customers and making new ones.

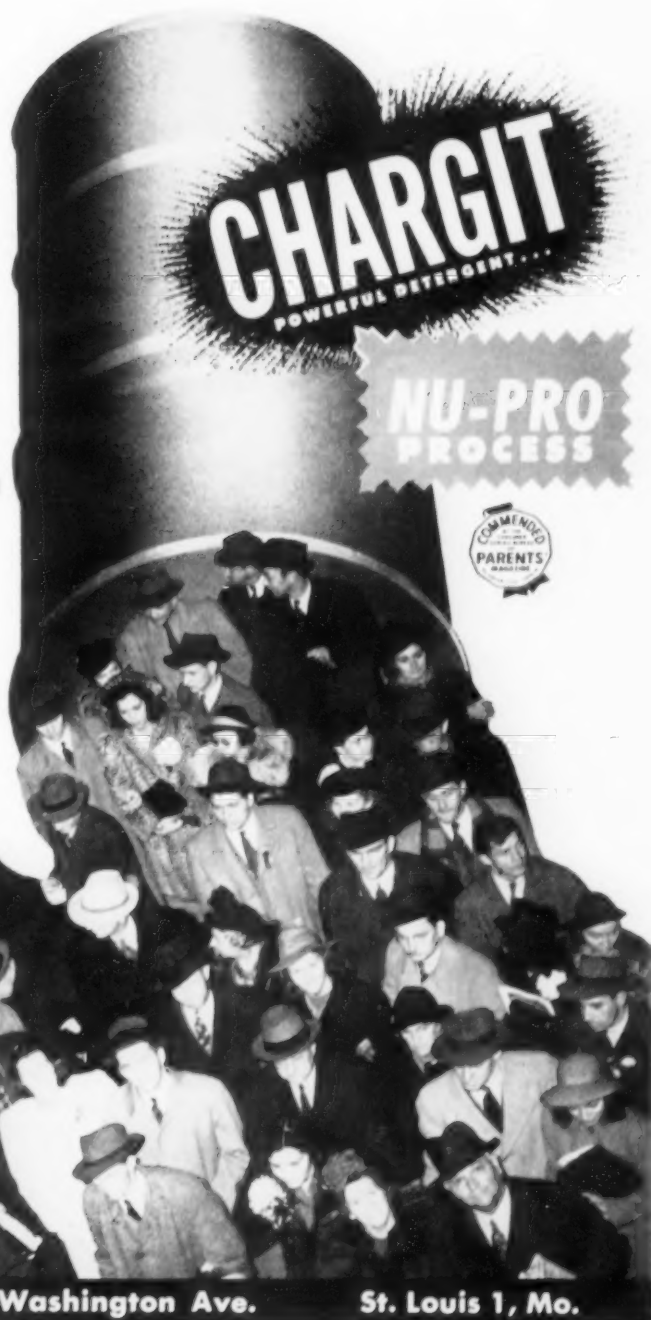
Chargit is formulated to give maximum QUALITY drycleaning results with a minimum amount of in-plant problems in proportions prescribed. There's no adding, no dabbing for extra quality or strength.

Yes, NU-PRO's Chargit gives you standardized drycleaning... meaning that the last garment that you run will be as good as the first. That's your best measure for MORE satisfied customers per barrel.

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the arrangement in Fig. 2A is used for a three-phase power supply. In this case the polarization assures that the three wires on the power supply and on the device are properly phased out to give the correct direction of rotation on rotating devices. If a polarized plug of that type is used on a single-phase motor (the extra pole and wire being for grounding), then the extra wire connected to the tool will become alive and carry current to the housing of the tool, instead of away from it to the ground.

Test for continuity

Therefore, it is necessary to be certain of the continuity of the grounding connection and that the grounding wire is not in contact with the live power-carrying circuit. A simple test, as shown in Fig. 3, can be used to determine (1) whether there is the essential continuity of the grounding system, and (2) no unwanted connection between the grounding wire and the power-carrying wires. The actual testing procedure is pictured as No. 4 in the set of suggested tests to run (Fig. 4).

When a manufacturer supplies a multipole attachment plug on portable equipment, it is no guarantee that the

user will supply a suitable receptacle. Often the user replaces the multiprong with a two-pole plug. And in so doing he may get the ground conductor mixed up, leaving the tool frame alive rather than grounded.

"Pigtail" arrangements

Various arrangements of the pigtail idea are still found as suitable grounding methods. One is the plug-and-jack type of connector (Fig. 1). Here the ground wire, separate from the power plug, slides on a grounding terminal permanently attached to the receptacle.

Another method uses a battery clip. This is one solution where portable equipment will be used at various outlets around the plant, assuming that a conduit or water-pipe connection is always handy. Spade-type lugs with upturned ends are often selected as grounding terminals. These you could ground at any point on a metal raceway where such a lug can be slipped under a machine screw.

Occasionally you will find a ground terminal on a portable tool, as in Fig. 5. The pigtail at the end of the wire plug is the ground connection. Where this grounding wire is part of a flexible cord assembly, make the grounding

connection in the tool with a machine screw. This simplifies reconnecting the ground wire if and when the supply cord is replaced. This arrangement bonds all exposed non-current-carrying parts of the tool.

Ground wire for portable equipment may be No. 18 or 16 A.w.g. when fuses or circuit breakers are set within 20 amps. Use a No. 14 wire where the overcurrent device is set between 20 and 30 amperes.

Your grounding circuit must have a low resistance to insure that enough current will flow on an accidental ground to trip the overcurrent device. Low resistance also means that with current flowing in the grounding circuit, connected equipment is never at an appreciable aboveground potential.

Some precautions

Here are some safe rules to follow: For a 120-volt circuit, protected by a 30-amp. fuse or breaker, the grounding resistance should be less than 3.6 ohms. It's a good rule to keep the resistance of water-pipe grounds at about 0.25 ohms. Resistance of the connection to earth, at the plant grounding source, is often the biggest resistance in the complete grounding circuit.

Where driven grounds are used, the resistance to ground should not be greater than 25 ohms. Actually, if you look into it, this resistance is not low enough to blow a 30-amp. fuse on a 120-volt circuit. But it does give a measure of protection against accidental crosses between primary and secondary sides of a distribution transformer. # #

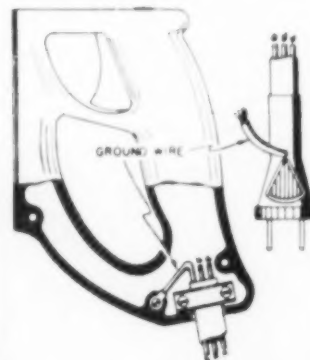
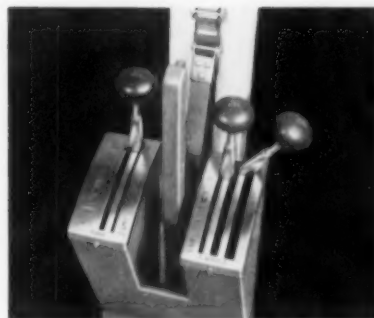


FIG. 5. Some portable equipment carries a ground terminal and was meant for old pigtail ground wire of Fig. 1

SAVE TIME!

operator can do other work while the
CISSELL FORM FINISHER steams... dries... and cuts off
automatically



★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal plane and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guess-work with controls are eliminated. Actually, you get a more uniform finish... your operator is less tired. It's no wonder operators say, "This is the greatest advance made to date in steam-air finishing."



Finish any style or size—from the smallest child's garment to the largest adult's garment.



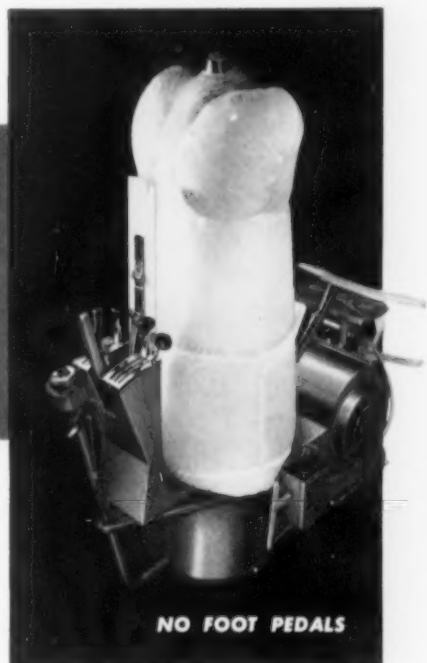
★ Cissell-built Time Switch does the job

Count on its dependable operation, day-in, day-out. Totally enclosed in a metal case for protection and mounted at a convenient height for ease of operation. Timer Knob may be rotated to reset air or steam cycle. Steam cycle adjustable—air cycle fixed.

CISSELL FORM FINISHER with one set of #11 Sleeveless, one set of #24 Sleeveless, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.



Cissell vent clamp for short garments.

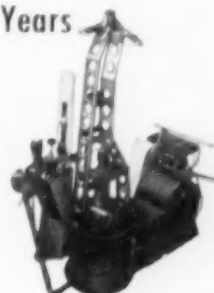


★ Controlled air pressure plus air while steaming

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. And, in addition, you may have **AIR WHILE STEAMING!** Think what this means to you! Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments **WITH SAFETY**... air while steaming to finish chamois or suede-lined coats and jackets and all types of hard-to-work, heavy materials just as simply as you finish silks and lightweight wools.

★ Built for Years of Service

Shoulder form—a self-contained unit... stainless-steel frame... Cissell-built steam valve... and every quality feature you expect from Cissell.



CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
 Foreign Distributors write Export Dept.—Cable Code "CISSELL"



FOUR HOUSEWIVES became hit of show when they aired personal opinions about drycleaning service before capacity crowd

Consumer Speaks at Little National

ASK THE HOUSEWIFE for her opinions about drycleaning services and she'll come up with some strictly candid replies. That's what happened during one of the lively business sessions of the 1957 Iowa-Nebraska convention which attracted over 400 drycleaners to Des Moines, Iowa, on February 22, 23 and 24. In addition, registrants listened to some of the industry's top speakers and toured the exhibits of equipment and supplies presented by 40 allied tradesmen.

The consumer panel was made up of four local housewives who answered a series of questions concerning the pros and cons of their present drycleaning services. Results drew tremendous response from the audience on Sunday morning. Each of the ladies aired her views on such subjects as fast service, route salesman versus cash-and-carry, telephone solicitation, packaging, claims and adjustments.

All four frowned on telephone solicitors, preferred a wide-awake, aggressive route salesman to cash-and-carry, discussed the merits of plastic versus paper packaging, and emphasized that plantowners should stick to their promises about sewing lost buttons on garments. Their answers were unrehearsed—and illuminating. The ladies closed the two-hour discussion on a happy note; they unanimously agreed that they were getting their money's worth and couldn't get along without their favorite drycleaners.

At the jam-packed sessions on Saturday, Jack Ireland, formerly of the National Institute of Drycleaning, presented a variety of practical operating tips that any plantowner can adapt in his own plant.

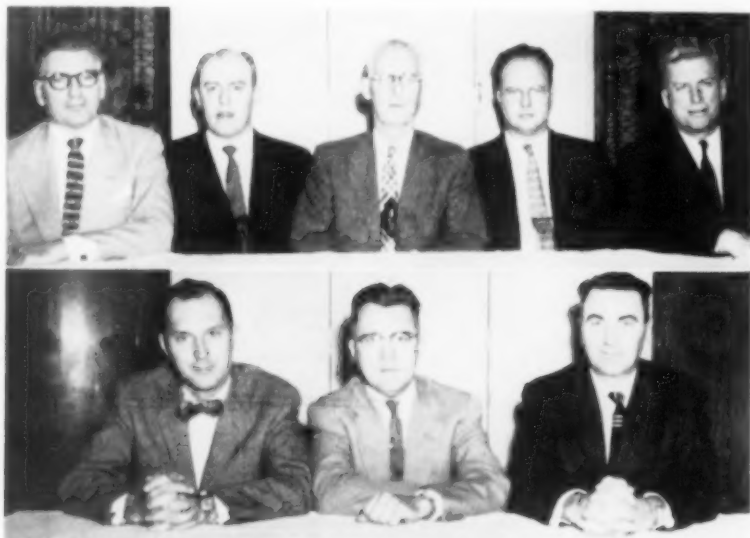
This was followed with a speech by Howard Smith, Sanitone Division, Emery Industries, who discussed the role of management in making each employee more profitable to the plant. Mr. Smith stressed the point that if business is to expand there must be a sufficient number of trained people. It's up to plant management to take the lead and make these people more productive.

Talking on 1957 fabrics and fashions, Dr. Dorothy S. Lyle of the NID presented a glimpse of things to come in the fabric industry and showed

samples of recent developments now on the market.

Other convention speakers included a panel discussion on advertising budgets by Ernie Heidersbach, R. R. Street & Co. Inc.; Herndon Hippee, Des Moines *Register & Tribune*, and Carter Reynolds from the agency of Truppe, LaGrave & Reynolds.

Entertainment features of the convention included a cabaret dance and get-together party, two luncheons and a banquet with floor show. Humorist Dave Livingston, billed as the funniest man in Washington (Iowa), addressed



IOWA OFFICERS, top picture, left to right: H. A. Schimberg, Leo Daniels, Eldon McVeety, Clark Wilson, Robert Corwin. NEBRASKA OFFICERS, bottom picture: Frank Drescher, Ray Lauritzen and Oscar F. Nielson

CISSELL DRYCLEANING TUMBLERS

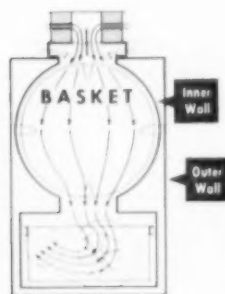
Steam-Heated, Single Basket.
36" x 18", 36" x 30", 42" x 42"



BIG, HUSKY BEAUTIES

Modern in cabinet design. If you like, install them side by side, yet retain complete flexibility of all parts for simple maintenance. Here's EYE APPEAL TO CUSTOMERS . . . EVERY APPEAL TO OPERATORS . . . EVERY TUMBLER FEATURE YOU WANT AND NEED. Large volume of air for fast drying and complete deodorization . . . separate fan and basket motors . . . Cissell-built Gear Reducer for quiet, long-life operation . . . Static Steam Spray . . . Two-Way Fire Extinguisher . . . full-width lint drawer . . . Air Filters standard equipment on 42" x 42".

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers; Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".



DOUBLE WALLS
Add strength—
keep heat in.

NO-SAG, NO-SNAG

BASKET Designed to take the load without need of auxiliary supports. Shell is welded to solid end plates. Heavy metal ribs with a sturdy cast spider connect ribs and shell into a rigid assembly. Basket may be removed in less than one minute. Perforations in basket shell are extruded to provide a smooth surface that will not damage fabrics.



Nobody but Cissell makes a positive 8-Stage Heat Control

ELIMINATE
TEMPERATURE
GUESSWORK



Requires but a second to set or re-set. As selector knob is moved from hot to cold, or to any fixed intermediate STAGE, dampers below steam unit are rotated in stages from hot to cold. The result: you get hot air, or varying degrees of warm air, or cool air, according to setting. When loading tumbler, operator can quickly return selector knob, if necessary, to a setting at which a previous load was dried. The temperature at this setting, for repeat operation, will be EXACTLY THE SAME AS IT WAS ORIGINALLY.

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W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
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FUR-FEEL is 1ST AGAIN



FLUFFY

electric carder

ADDS THE FINISHING TOUCH TO ORLON-DYNEL, FLEECES, ALPACAS, FUR-FIBERS. SIMPLE TO USE. CARDS AND GLAZES AT THE SAME TIME. THERE'S NOTHING TO TUFTED FOR FLUFFY.

FORMULA 101

Amazing new pre-spotter. Moves collar, cuff & hem line soil. Other difficult stains. Wet & dry side. Ideal with all systems . . . on all problem fabrics.

FORMULA 404

Heat conditioning insulator spray. After cleaning, lets you glaze, card or finish pile fabrics with heat. Aids in removing tufting, matting, for a new feel & look.

GET THE FLUFFY PACKAGE DEAL \$42.00

F.O.B. Brooklyn, N. Y.

Get started on finishing pile fabrics Now! You receive FLUFFY plus cleaning-conditioning chemicals for up to 75 garments!

ORDER DIRECT OR SEE
YOUR JOBBER

Fur-Feel Corp. 231 Eagle St./B'klyn 22, N.Y.	
GENTLEMEN: Send me the FLUFFY package deal. C.O.D. parcel post . . .	
Name	_____
Firm Name	_____
Address	_____
City	Zone State
Jobber's Name	_____

The annual guidebook issue of The NATIONAL CLEANER & DYER, published in March in 1957, covers one specific subject of pertinent interest to every plantowner in the industry.

We would like to hear what our subscribers have to say, what they're thinking, what their plans are for the future. To make the editorial content of the 1958 Guidebook as effective and timely as ever we asked several subscribers at the Little National convention what subject they would like to see emphasized. Here are a few of their suggestions:



H. A. Schimberg—Cedar Rapids, Iowa

As an industry we haven't developed a unified public relations program. I'd like to see the publication do a bang-up job on the ins and outs of public relations. We've got to overcome an industrywide defensive attitude that has been built up over the years. We need recognition in the community as an important factor to a healthy business condition. I think we're on the right track so far as public relations among our own employees is concerned. But we've got a lot to learn when it comes to knowing our customers—in other words, how to do a better job of selling service.



Robert Corwin, Des Moines, Iowa

I think the greatest set of articles your magazine could possibly develop would be a study of motivation research into what makes people tick. By that I mean what makes customers buy—or not buy—our services. I realize this has been attempted by other sources in and out of the drycleaning industry but I don't believe it's ever been handled by the press. Let's face it—we're at the mercy of the consumer. Stop to think about all the forces that are working to pull her dollar away from our plants. We can improve our methods, buy new equipment,

put in new layouts, sure. But we've got to have a better understanding of our customer before any of these other things have any real significance.



Russ Smith, York, Nebraska

Is it possible for your magazine to do a study on what the customer thinks about our service? Maybe you could do a survey of plants across the country broken down into various categories by volume. Pick the cream of the crop from the small, medium and large plants and find out what the customer reaction is to their services. This might be difficult to accomplish but I'd like to know what a cross-section of customers expect from a quality drycleaning plant.



Oscar F. Nielsen, Aurora, Nebraska

For years we've been using the Guidebook as a bible in the plant. Now maybe this is too technical for general consumption but I'd welcome more detailed information about different types of bookkeeping systems. Incidentally, could all the technical data for drycleaners be revamped into colored charts and illustrative graphs that would make it easier for people like me to understand a little more clearly?

the group at the Saturday luncheon.

Officers of the Iowa association are: newly elected president, Leo Daniels, Ottumwa, and vice-president, Eldon McVeety, Eldorado. Treasurer, Clark Wilson of Des Moines, and secretary, Robert Corwin, Des Moines, remain in office. Former President H. A.

Schimberg of Cedar Rapids is the new chairman of the board of directors.

The Nebraska group elected the following new officers: president, Frank Drescher, Omaha; vice-president, Ray Lauritzen, Neligh. Oscar F. Nielsen, Aurora, remains as secretary-treasurer.—Harry Yeates

so smooth-so easy

STEAM-ELECTRIC IRON

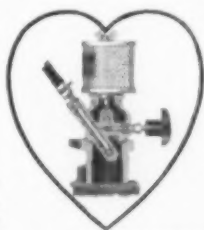
with Electric Thumb Switch and Low-Boy Assembly



No Foot Pedal Needed

A light touch of the Electric Thumb Switch releases steam instantly . . . where needed, when needed. Operator is free from a stationary position . . . can stand on both feet and move back and forth along complete working range of board. Large areas are ironed with ease. **LESS EFFORT — LESS FATIGUE — INCREASED PRODUCTION.** Here's the finest in steam iron operation — everything you would expect from the world's leader — **CISSELL.**

The heart of any low assembly is the **VALVE . . .** and that's where Cissell excels



Steam-Heated Chamber built into valve converts water of condensation into steam **WITHIN THE VALVE . . .** before it reaches the iron, **KEEPS UPRIGHT HOSE CLEAR OF WATER . . . PROVIDES DRY STEAM.** Simple, packless valve construction; stainless-steel needle stem with **TEFLON** seat; air-cooled coil for continuous use.



The Solenoid Low-Boy Assembly — trim, simple, ideal

Eliminates overhead arms and suspensions . . . provides unobstructed working area . . . a necessity for steam-iron operation on an offset press. Assembly includes shielded steam chamber, Cissell solenoid valve, pilot light, switch, cord and hose support, and 5 feet of steam hose. Assembly for Steam-Electric Iron with Electric Thumb Switch and Water-Spray Gun includes condenser. **W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.** Pacific Coast Office: 4823 W. Jefferson Blvd. — Los Angeles. Foreign Distributors write Export Dept. — Cable "CISSELL".

CISSELL

Consult Your Jobber



FREE BANNERS were posted on each side of plant's 10 route trucks. While campaign was designed for retail clothing merchants, "appearance" theme was natural for drycleaning.



Cleaner Jumps on Promotion Bandwagon

Takes advantage of retail clothing campaign to stimulate sales

By HARRY YEATES

OPPORTUNITY KNOCKS all the time. All it asks is someone's initiative to open the door. And O'Connor's Cleaners, Oak Park, Illinois, knows how to take advantage of opportunity. It tied in with the current national retail clothing promotion long before many cleaners even knew such a campaign existed.

The American Institute of Men's and Boys' Wear is stimulating retail clothing sales with a two-million-dollar advertising campaign. Its "Dress Right—You Can't Afford Not To" slogan is featured in all leading national consumer magazines. In conjunction with that same promotion, the National Institute of Drycleaning has tied in with its "Freshen the Impression" program.

O'Connor's did not wait for a tailor-made program to be laid in its lap. The management was quick to see the psychological impact of the "appearance" theme on the public. If people were buying more clothes, then the cleaner should tie in, telling these customers that drycleaning helped maintain good appearance of their garments. So it seemed to O'Connor's in the early stages of the promotion.

In September 1956, the suburb of Oak Park, near Chicago, launched its fall retail selling season. The pitch was toward male wearing apparel as promoted by the AIMBW. This organ-

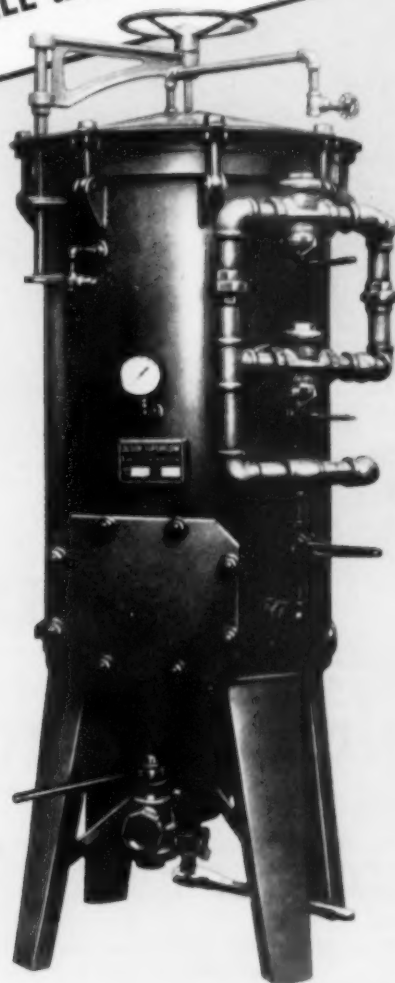
ization supplied window streamers to all merchants in the community. During the 10-day promotion O'Connor's used the streamers on the windows of its six call offices. Posters were also displayed on its 10 route trucks, attracting customer attention to the community promotion.

The campaign was launched the same day that the AIMBW's first color ad appeared in *Life* magazine. Blow-ups of this ad were also used by the cleaning plant, with copies appearing in the call-office windows. In addition to the cleaning plant, some 20 retail merchants also participated in the pro-



"DRESS RIGHT" streamers of national clothing association were prominently displayed at each of plant's six call offices. Community promotion coincided with ad appearing in *Life* magazine. Note blowup of magazine in window.

OLSON is
the **ONLY** Filter
with **ALL** these features!



✓ **"ROUND" CONSTRUCTION**

No cross braces, no square corners, no chance for blinding "pile ups"!

✓ **BLIND PROOF TUBES**

All filtering is done on their surface, in seconds. Backwashing immediately clears them.

✓ **EXPANDING FILTER SURFACE**

Increases cycle duration by keeping pressure down.

✓ **AUTOMATIC SELF CLEANING**

No bags to change, no screens to scrape. Easy, 2 valve, 3 minute operation.

Also check **OLSON**
for Vacuum **STILLS**

... designed for greater
reclamation at lower cost.

The Olson Tubular Filter is the *original* tubular screen self cleaning filter, recognized for its exclusive and superior features by thousands of dry cleaners throughout the world. If you want *real* efficiency . . . longer cycles, more crystal clear filtration, lower operating costs and **LESS WORK** . . . you want the *real* thing . . . an **OLSON FILTER**! In Seven sizes, for any needs.

Phone or write today for complete information.

OLSON FILTRATION ENGINEERS

Division of the American Laundry Machinery Company
5024 N. Section Ave., Cincinnati 12, Ohio

Gentlemen: Send full information on:

☐ Olson Tubular Screen Filters ☐ Olson Vacuum Stills

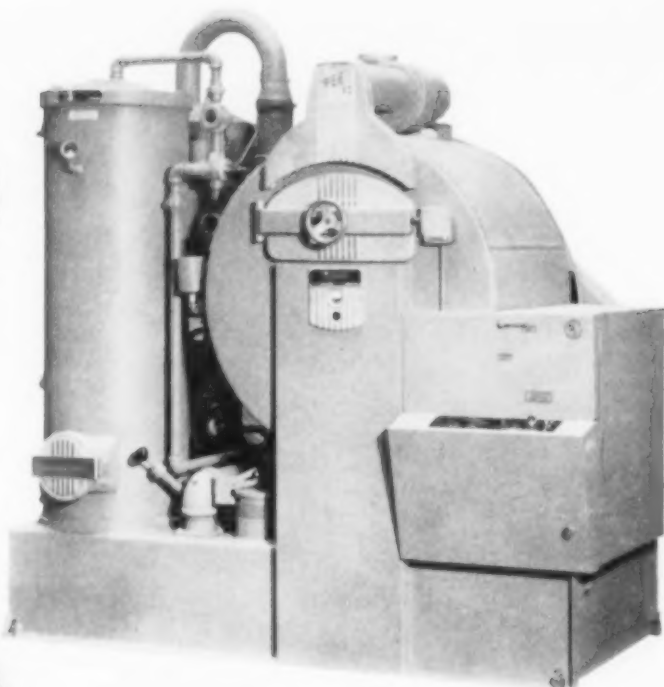
Name _____

Firm _____

Address _____

City _____

State _____



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

35-lb. and 44-lb. units

36-lb. and 48-lb. units

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume

MERCURY CLEANING SYSTEMS, INC.



1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710



90%
OF WHAT
PEOPLE SEE
OF YOU
IS WHAT YOU WEAR

Dress Right
You Cost
Afford
Not To

O'Connor's CLEANERS

Chicago, Ill. at Corner N. Dearborn
25 W. Lake St., 2nd Fl.
1300 Central Ave., River Forest

401 S. 3rd St., 2nd Fl.,
400 Madison St., 2nd Fl.,
1001 W. North Ave., 2nd Fl.

FULL-PAGE AD appeared in 32-page supplement of local newspaper. Cost of ad was only expense incurred. All other tie-in material was furnished by American Institute of Men's and Boys' Wear. It included a parade and skywriting to launch community promotion.

motion. The Chamber of Commerce, the merchandising staff of *Life*, and the local newspaper gave full support. A parade was held the first Saturday of the campaign. Above the parade, planes towed banners with the "Dress Right" slogan. Other sky-writing planes wrote the slogan in smoke letters a mile long.

During the promotion the local newspaper brought out a 32-page supplement devoted entirely to male wearing apparel. The same ad that appeared in *Life* made up the center spread of this supplement. O'Connor's Cleaners purchased a full-page advertisement in the special section. It used the theme, "90 percent of what people see of you is what you wear."

This advertisement cost the plant-owners approximately \$125. It was their only expenditure in promoting the campaign. The tie-in attracted attention to the cleaning plant and its services. Prestige and customer acceptance have more than repaid the cost of the firm's participation.

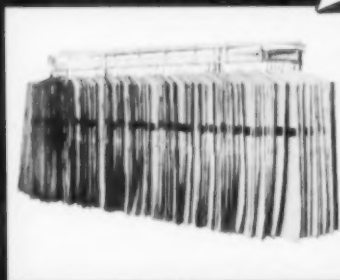
Since O'Connor's venture, other cleaners in the area have picked up the theme. For example, in Evanston, Illinois, four plantowners have followed suit and have staged similar campaigns sponsored by the AIMBW. They, too, have used the window streamers and truck posters. It is their feeling that merchandising tie-ins such as this build goodwill and sales volume. # #

ANY CUSTOMER ORDER DELIVERED IN
15 Seconds or Less!



White
Automatic Conveyors
Give You a
**Lightning Fast
CALL OFFICE**

FOR GARMENTS



White "STOR-U-VEYOR" Automatic call office conveyor and storage rack for hanging garments. Gives you to 40% more hanging capacity. Models up to 600 orders.

FOR LAUNDRY BUNDLES

NEW White "PAK-U-VEYOR"

Automatic call office conveyor and storage bins for laundry bundles.

Dial YOUR ORDERS



White
U-Dial

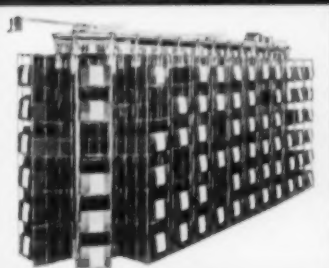
Amaze your customers! Merely dial the order and it's brought to your counter automatically.

GET THE FACTS...
Mail Coupon for Complete Information

HERE'S AUTOMATION PLUS A COMPLETELY NEW LOOK FOR YOUR PLANT!

With "White" conveyors, your call office transactions (for drycleaning, shirts or laundry) are completed in seconds. And... your customers are positively amazed at the speed and efficiency of your service.

FOR SHIRTS



White "SHIRT-U-VEYOR" Automatic conveyor and storage bins for packaged shirts. Models for 750 to 3000 shirt capacity.

MAIL COUPON TODAY

WHITE MACHINE COMPANY, INC.
14th St. & Lafayette Ave., Kenilworth, N. J.
Please RUSH complete information on your Call Office Conveyors. 14-57

FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
YOUR JOBBER _____

Drycleaning Research In New Perspective

By DR. JOSEPH R. WIEBUSH

Director of Research
National Institute of Drycleaning

A RESEARCH DEPARTMENT must look ahead because that is its business, but anyone who could see the picture clearly could be a great success in short order. Everyone takes research for granted these days. We expect something new all the time, and in the past we have not been disappointed.

Some of the problems we will face during the coming years are already with us or on the horizon. Undoubtedly, some are yet undreamed of. We will have to solve them as they arise.

Let us first look at the recent past, and use that as a springboard for our predictions. During the past decade or so, we have seen the charged system literally take over the drycleaning process from the old soap system. Spot removal in modern charged systems is far better than we ever believed possible a few short years ago.

At NID we have studied the charged system at some length, and we feel we know some of the things that make it what it is. Other people have been working in this field, too, and among us we have found out a lot about charged systems. The relationships between moisture, detergent, solvent relative humidity, soil removal and the rest of the factors that are involved in making a charged system work are no longer total mysteries.

I would be the last person to say that we know *all* about the charged system. There is a lot to learn. More is being uncovered all the time. We are so concerned with the new and exciting developments about us that we sometimes forget that some of our more common problems are not yet solved.

The nature of soil itself is a mystery of long standing. Just what is this soil that is removed from garments? There is no agreement on this, so any research on soil removal is done under a handicap. We have devised a cleaning performance test service at NID in which various types of synthetic soils are used as an indication of soil

removal from the load. The test is not perfect and we are working constantly to improve it.

This service even now is of value to us because at least we have one guidepost to help evaluate cleaning-bath performance. We need an easier, quicker way of evaluating cleaning performance. We will seek such a method and I am sure that we will improve along these lines.

The results tabulated from our cleaning performance tests to date have provided some interesting information—which gives us some idea of how far we have come with the drycleaning process.

Has the average of drycleaning quality improved over the years? There is no argument here. The increase in quality has been very gradual; in fact, we might find ourselves overlooking the tremendous improvement that has been achieved. Cleaners remove more spots and soil today than

they ever did. Much of the cleaner's success can be attributed to research on the charged system and learning to handle it. Where do we go from here?

In our concern for the future, let us not lose sight of the present. Despite the over-all improvement in removal of soil, some drycleaners are not doing as well as they could, even with the present knowledge.

If we know so much about the charged system, why isn't everyone in the top bracket? Undoubtedly poor operations account for some of the differences from plant to plant, particularly where identical machinery and detergents are involved.

Some unsolved problems

All of our questions are not yet answered. Take redeposition, for example. While the average of soil removal, as well as we can measure it, is creeping higher as we come to understand the system, what about redeposition or graying? It is discouraging, but true, that there has been no significant reduction in redeposition in recent years. Statistics from our own cleaning performance tests indicate that redeposition figures are just about where they were two years ago. Many drycleaners could improve their drycleaning as much by keeping redeposition under control as they could by increasing their soil removal. If we know this, why hasn't the redeposition problem improved?

In the first place, very little is actually known about the *real* causes of redeposition. We have learned from





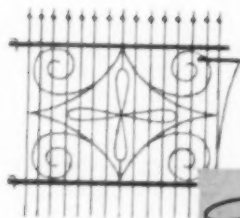
**You can give 'em
the gate now with
DICALITE 7**

When static sneaks into your filter, it brings these troublemakers with it. But the amazing filter powder, Dicalite 7, stops static cold! By making the solvent conductive, it chases static troubles and graying, dusting and linting right out of your shop, cuts down those costly reruns, reduces time-wasting spotting and other handwork. There is no other filter powder like patented Dicalite 7—and here's what it does for you.

Dicalite 7 filters solvent sparkling bright and clean.

Dicalite 7 works well in the charged system, and doesn't cut the charge!

Dicalite 7 prevents static in your filter system, stops the re-depositing of soil, halts graying, dusting and linting.



*If your supplier doesn't have Dicalite 7 for you
right now, he'll get it for you if you ask him.*



Dicalite Division
Great Lakes Carbon Corporation
612 So. Flower St.,
Los Angeles 17, Calif.



Swan Cleaners, Inc., use compact Drysets in each of its six plants in the Syracuse, N. Y., area. Besides boosting production, Dryset has lowered Swan's fuel, maintenance, and operating costs.

**RING UP PROFITS,
PRESS DOWN COSTS**

with

LAMSON DRYSET®

Dryset reduces your steam costs up to 50%, because Dryset Air Vacuum uses no steam. A powerful current of clean, dry air, sucked by the vacuum unit, is drawn through the garment at high velocity, instantly drying it while still on the buck. This means faster handling of every job—actually makes it a snap to do an hour's pressing in only 45 minutes.

Quality of work? EXCELLENT! with smooth, well-set, long-lasting creases and never a rough or puckered area from air-drying of retained moisture.

Whether your production calls for Horizontal Type (8-250 presses) or Unit Type Drysets (2-8 presses), you'll lower operating costs because Dryset handles more presses per H.P. rating than any other air vacuum system. That's a fact!

VALUABLE INFORMATION!



Clip to Your Letterhead

LAMSON CORPORATION

203 Lamson Street, Syracuse 1, N. Y.

Plants in Syracuse and San Francisco
Offices in Principal Cities

Send me a Dryset Bulletin and plant Survey Sheet, without cost or obligation.

203

experience over the years that some things bring on redeposition, such as excessive moisture, poor filtration and poor classification, but why does soil actually redeposit? Why is it so difficult to remove graying from the fabric? Why can't soil be suspended in a solvent system as it is in a soap-and-water system?

The answers to these questions are unknown today, and the only way they will ever be known is for someone to expend more research time and effort to find them. We have done some work on this at NID and we will do more. At the moment we have a project under way on this very subject. Results on this will be published as they are verified, but any study of redeposition must be undertaken with the understanding that this is not a problem that will be solved very quickly.

New solvents possible

Have you ever stopped to consider why we use the solvents we do in drycleaning? There is really no reason to think that either Stoddard solvent or perchlorethylene is the ultimate in solvent performance. Perchlorethylene itself is a relative newcomer on the drycleaning scene.

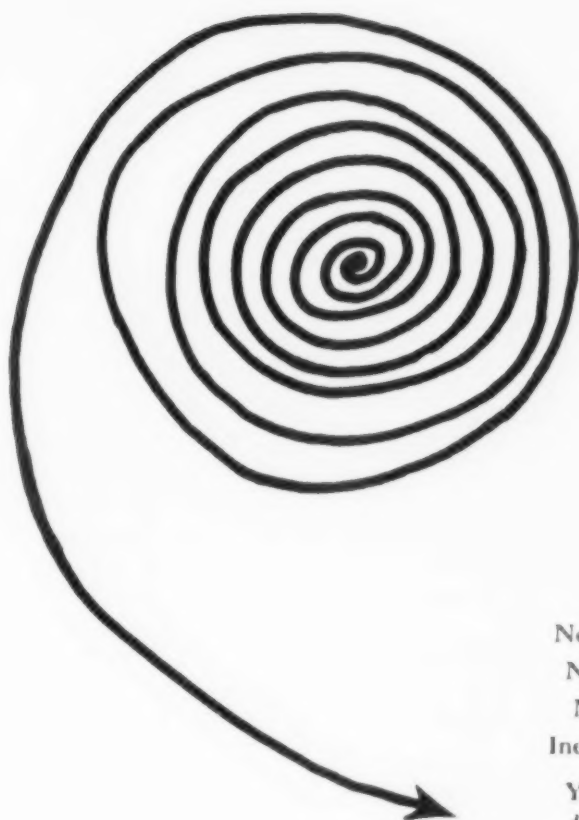
With synthetic organic chemistry at its present state of knowledge, and large chemical manufacturers surveying all potential outlets for their new processes, who knows what new synthetic solvent or blend may be offered to our industry with drycleaning results yet undreamed of? At NID we have spent considerable effort in the past on cleaning problems in synthetic solvent systems, and any new solvent introduced on a large scale would present a whole new series of problems to be worked out all over again.

Is anyone brash enough to suggest that we have arrived at the ultimate in drycleaning machinery? Machinery has come a long way but we Americans should know by now that better machinery can be made to do almost anything, and drycleaning machinery is no exception.

Take load factors, for example. What density of loading is best for a drycleaning washer? There are honest differences of opinion on this and very few facts and figures have ever been put out. At NID we have done a few load studies in Stoddard solvent which have hardly scratched the surface of a very broad subject.

Our studies, which were conducted in conventional cylindrical washers, indicate the loading of the washer can have a great effect on soil removal. A washer can be overloaded or underloaded and in either case,

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10

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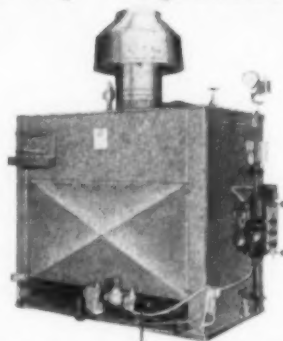
3 LOWER FUEL COST—Many dry cleaning plants and laundries have seen their fuel bill reduced up to 50% after replacing their present boiler with a modern Parker Boiler. This is fully accountable to a combination of the rapid steam generation and inherent operating efficiency built into every Parker Boiler.

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6 EXTRA HEAVY CONSTRUCTION—Every Parker Boiler from the smallest to the largest is manufactured to exacting standards far exceeding any code requirement. You may fully expect more years of low cost service from a Parker than any other boiler by following the simple operating and maintenance instructions included with every boiler.

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Illustrated above, 22 H.P. gas fired model. Other sizes 1½ H.P. through 125 H.P. Also available for oil firing.

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BOILER**

8 COMPACT DESIGN—Per horsepower rating, few boilers can fit in the small area required for a Parker. This is of particular advantage where expanded plant operation requires more steam and it is impossible to allocate additional space for a larger boiler.

9 COMPLETE PACKAGED UNIT—Parker was one of the first companies in the world to offer a packaged boiler. All controls are mounted and electrically wired with burners installed ready to connect to electric, fuel and water supply. Prior to shipment every Parker Boiler is thoroughly test fired under actual operating conditions.

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The best costs so little. If your boiler is old, antiquated in design or inadequate to meet your production requirements, replace it with a new Parker. Fuel and maintenance savings alone will more than likely pay for your new boiler.

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cleaning quality will suffer. This knowledge probably means little in itself but, on the other hand, it may point the way to further studies which could show us more about the effects of solvent and moisture interchange inside a washer than we are now aware of.

I believe you will see drycleaning machinery produced that will be altogether different in size and shape—to take advantage of knowledge which is yet to be demonstrated. Perhaps eventually drycleaning machinery will be as standardized as automobiles.

Occasionally we humans look back fondly at the "good old days," and I suppose drycleaners are no worse nor better than anyone else in this respect. Drycleaning used to be a simple process. The drycleaner dealt only with woolen garments or silk garments and this narrowed the field considerably.

Nowadays the cleaner is confronted with rayon that looks like wool, cotton that looks like silk, and synthetics that look like any natural fiber, fabrics that look like fur, and blends of almost any conceivable combination. To any uninformed person, this situation would seem to make the drycleaner's case one of hopeless confusion. Such is not the case, which is certainly to the credit of the industry.

To me, this means that drycleaning has grown along with the rest of the economy and has taken things in stride. Research has paved the way more than we sometimes give it credit for. Certainly, more and more synthetic fibers will come along, the natural fibers will change their forms, and fashions will change. We cannot hold the line. These changes are taking place now, whether we like them or not.

Our research must keep us informed when these developments arise. We must constantly read the handwriting on the wall. While drycleaning operations may become more complex, the industry will certainly grow to face up to the difficulties. We cannot bury our heads in the sand.

Institute research plans

Some of the research that I have outlined broadly will be carried out by the Institute as a part of its aim to serve the drycleaning industry even better in the future than it has in the past. Other research of interest to our industry will be carried out in the laboratories of firms in the chemical, textile, machinery and other fields.

We at NID will continue to keep in touch with these interested organizations, at home and throughout the world. We will continue to collect and distribute reliable basic information to

our members, whatever the source of the information may be. We will continue to develop new test methods that will help us solve the problems of the industry.

Now one final prediction. . . I predict that we will not run out of drycleaning problems in the next 50 years. As research solves one problem, others move in to take its place. Such is the price of progress, and such are the results of an aggressive, well-rounded research program.

Until the day comes when a load of badly soiled garments can be put into a drycleaning machine for a short cycle, and can be removed with the

garment bags on them and the invoices attached, we cannot say that our research is complete. Until all spots can be safely and easily removed from all fabrics, regardless of weave, fiber or finish, we cannot say that all of the research has been done.

Are these wild speculations or are they possibilities? Who knows now? When we look back at the past 50 years, is there any good reason to expect the tremendous achievements have come to an end? Isn't it more reasonable in the light of past performance to predict that our period of greatest achievement still lies before us? # #

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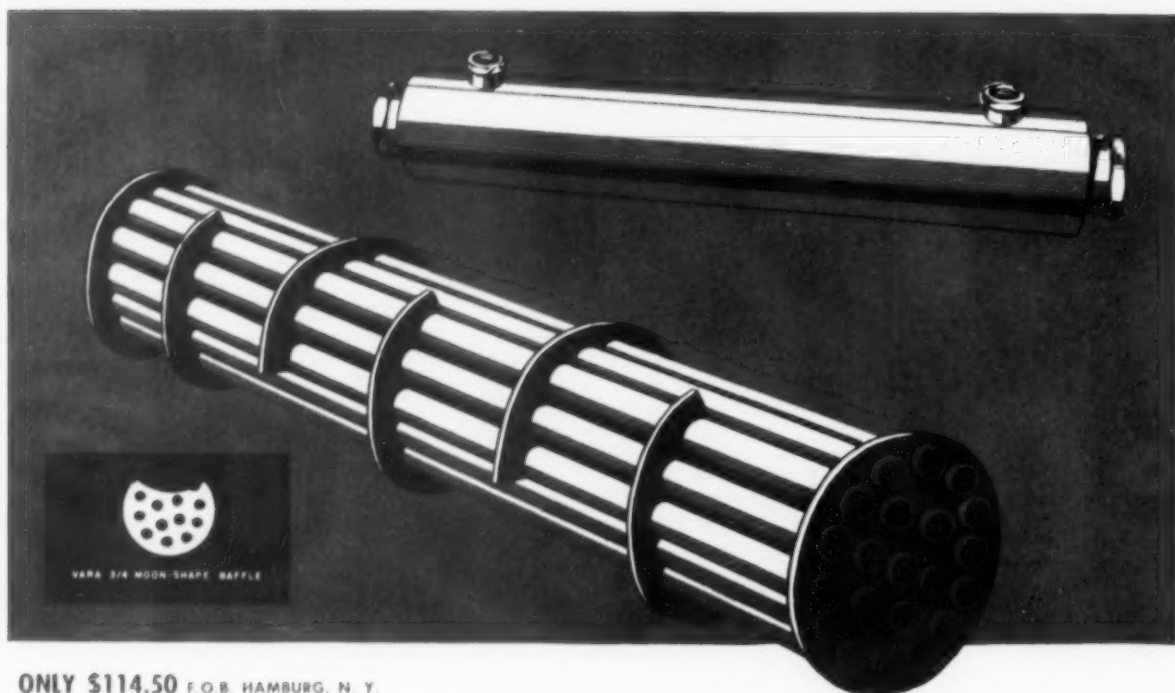
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For filters up to 5000 G.P.H. Capacity—
2 are needed for larger filters.



Ordinary 1/2
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Ordinary solvent coolers use a less efficient
1/2 circle baffle wasting much of the cooling
surface behind each baffle as illustrated.



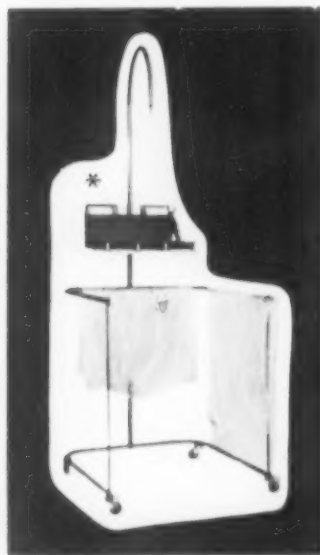
Shaded area shows
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FIVE VARA 3/4 moon-shaped baffles reverse the flow of water 6 times with a **SPIRAL ACTION** that turbulates the water behind each baffle, thus assuring every square inch of cooling surface is actually cooling solvent. 2" L.P.S. Female Adapters for Solvent Outlet and Inlet and 3/4" L.P.S. Female Adapters for Coolant Outlet and Inlet.

DUAL PURPOSE—Very efficient solvent heater when installed with dual purpose hook-up. Also Coolant lines are easily cleaned.

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NATIONAL CLEANER & DYER

The Drycleaning Room Of Tomorrow

By JOHN A. IRELAND

IN PICTURING the drycleaning room of tomorrow, I didn't venture into the Buck Rogers, Flash Gordon era, but rather stayed within a period to cover the next five or perhaps ten years. Many predictions have already started to materialize.

Color and convenience

One of the first big changes is that of a new color selection for drycleaning room equipment. We started with black and gradually progressed to gray. The cleaning room of tomorrow will show a swing to beautiful pastel colors such as pinks, greens and blues.

You may ask "Why?" First, the trend is toward elimination of the iron curtain behind the counter and opening the view of the plant's activities to our customers. Second, if we as drycleaners are to gain customer confidence we should invite various groups to visit our plants. Bright, colorful surroundings help us to do our job better.

Most marking and drycleaning rooms are plagued with a lack of space. Hampers are generally a necessary item in these departments but here again they are space consumers and a change is in order. Look what supermarkets have done with the hamper or cart. It is reasonable to assume that a good idea of theirs can be incorporated for use in a drycleaning plant. Their carts are so constructed that they slide one into another and use up very little storage space.

Solvents and processing

There have been a few slight changes in petroleum solvents in the last five years and one in the synthetic solvent field. The future may show a blending of solvents to increase solvent action on solvent-soluble soils. These ideas, coupled with changes in detergents, may give us even more startling cleaning results than we are now getting with charged systems.

Even if the solvents remain unchanged a great deal will be uncovered in the field of detergents. As an example, the ability to use lower concentrations of detergents to do what now requires higher concentrations to

accomplish. This may be closer to us now than we might imagine.

With solvents in mind I predict a solvent will be found to prevent or remove the industry's most troublesome stain—caramelized sugar.

What about the charged system in the drycleaning room of tomorrow? It isn't likely that this basic system of

drycleaning will change, particularly in name. There will, as I have mentioned, be changes in detergents or blends of detergents.

Our next move in the field of charged-system drycleaning will be toward the almost forgotten man—the little cleaner. Moisture controls or moisture-indicating devices have for the most part been designed for the higher concentrations of detergents. What about the users of lower concentrations? Their day is not too far off. We will see a trend toward direct-reading indicators for moisture content to enable the drycleaner to know what his solvent relative humidity is at any given time during the day.

I'm sure by now we are all aware of the tremendous growth in the number of synthetic plants. The synthetic

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 CAN'T VIBRATE. Powerful, accurately balanced impeller revolves at 3450 R.P.M. Flash welding provides ultra-smooth surface.

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MORE cleaners order REMA* because it has MORE!

INSIDE AND OUT, the REMA air vacuum is engineered to make life easier for you. Nothing compares when you finish with air vacuums — nothing surpasses Rema in flawless performance and dependability. Save money, your dealer and nerves. Order Rema today.

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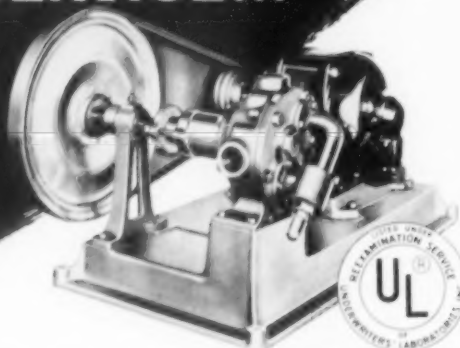
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operator is looking for simplicity in this matter of controls.

We may also see quick and accurate methods of testing solvent in the plant. The most important tool the drycleaner has is solvent and there is a great need for some means of checking nonvolatile material. Although strides have been made in this direction, greater advances can and will be made.

It is not beyond the realm of possibility to have instruments that will record such things as detergent concentration, R, H, of solvent, and impurity build-up.

Changes in equipment

We have seen in other industries a gigantic surge toward the use of plastics and light metals. The drycleaning room of tomorrow may show the use of clear plastic for flow lines, which would no doubt reduce line friction, costly installation and maintenance. The whole solvent flow system would be one big sight glass.

Steam, return, water and vacuum lines may some day be made of aluminum. A do-it-yourself kit may be in the making.

Washers will continue to be combination washers-extractors. However, some thought will be given to variable

speeds on washers to allow the cleaner a greater margin of safety on various classifications of garments.

Filters will be equipped with flow meters to alleviate jangled nerves due to "filter pressure."

While on the subject of filters, I think we have been too self-satisfied with present-day filter aids. There are many solvent-soluble impurities in solvent which can and will be removed by filter aids not yet known to our industry.

For the synthetic drycleaning room, look for reclaiming tumblers to exceed the 12,000-pound-per-drum mark set by NID. This will be accomplished by incorporating data found in recent NID technical bulletins on the reclaiming of perk.

I think we will soon have thermometers to measure the temperature of the air entering the cylinder. Thermometers for measuring the temperature of the condenser water. Built-in water coolers for reclaiming units will be seen. In fact, they are here already.

Once the matters of air temperature and water temperature have been solved, the synthetic operator will see accurate but simple equipment for him to use to check his solvent mileage. He will have water repellents and mothproofing agents designed specifically for him and most certainly a suitable prespotting formula.

For the petroleum drycleaning room—tumbler temperature controls. Here again these may be already at hand. Temperature controls coupled with timers so that, even though the right temperature is maintained, in many cases the tumbler continues to revolve.

After drying, the garments should be hung on hangers to be forwarded to the spotting department. But, has it ever occurred to you that we are still using the same hanger design today that was used in 1907? Oh, how we could use a change in this item! A wider-armed hanger that doesn't start pulling the shape out of a suit as soon as it is ready to send back to the customer.

We must always keep in mind the prime purpose of the drycleaning room and that is to produce the best grade of drycleaning possible. We are doing an excellent job today and with gradual change will do an even better job tomorrow. # #





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CHAIRS AND DAVENPORTS

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Everything you need
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(Note: 4-caster dolly is optional)

Figure it this way: if you charge \$15 for a davenport and chair . . . \$25 for a car interior . . . \$5 for a flight of stair carpeting . . . how much extra money could you earn today with the new Multi-Clean "PROFESSIONAL" Upholstery Cleaning Unit? It could be \$15, \$35 or \$50 extra. On many jobs you will double your money.

The "PROFESSIONAL" is a compact, all-in-one unit you can take along on every rug and carpet cleaning job. And the extra money it earns involves no extra cost to you for selling, transportation, or setting up for the jobs.

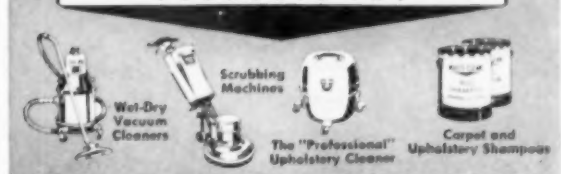
First, you'll use the "PROFESSIONAL" for better faster finishing of wall-to-wall carpet jobs. Its small, lightweight (only 6 lbs.) cleaning head gets into tight corners . . . curved, irregular surfaces . . . all hard-to-reach areas. Second, it scrub-shampoos upholstered furniture swiftly, safely, beautifully.

The cleaning head contains pump, finger-tip controls, and motor which powers the 5-inch nylon brush and the pump at non-splattering speed. You can start, stop, feed shampoo at will. Tank, built into carrying case, holds 2 1/4 gallons of shampoo.

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ASSOCIATION NOTES

Local Meetings: At a dinner meeting of the Northeast Texas Cleaners Association, Dick Callagan of Emery Industries, Inc., was guest speaker. Raymond Stevens also addressed the group. Members discussed the association's 1957 program among other topics.

Gerald Schwartz, president, conducted a recent session of the Plainfield Area (N. J.) Cleaners, Launderers and Tailors Association at which members discussed innovations in the industry, methods of improving public relations and the new wage-and-hour legislation. Ward J. Taylor reported on a series of speakers and debates scheduled for future meetings.

Drycleaners were urged to abandon their collective approach to pricing at a meeting of the Lansing, Mich., area drycleaners. The advice was given by Michael O'Neill, managing director of the Michigan Institute of Dry Cleaners, who urged that cleaners adjust prices to meet current operating costs on an individual basis. He is giving similar counsel to groups throughout the state.

"How to keep cool" was the subject under discussion at an open meeting of the Cleveland (Ohio) Cleaners Institute. Aaron Kaufman, Carpenter Heating and Air Conditioning Company, pointed out the problems of cooling a drycleaning plant. He also stressed the importance of individual planning in setting up a system.

At a recent meeting of the South Texas Cleaners & Dyers Association the question of the various minimum wage laws, both state and national, was discussed. Joe Boyd, president of the group, conducted the meeting.

Missouri Cleaners Fight State Controls: The Associated Cleaning and Laundry Services of Missouri has announced strong opposition to a house bill which would rigidly control the industry through a state board to fix prices and impose generally restrictive provisions. The board could be empowered to subpoena records and books. Under this measure separate licenses would be required of each shop. One with up to four employees would pay an annual license of \$25 and for every employee thereafter an additional cost of \$18.

Calling it "highly undesirable" the cleaners' group urges defeat of the bill.

##

Local Elections: At the annual election held by the Fort Dodge (Iowa) Dry Cleaners Association, Fred Alstrand was named president, L. S. Kozel, vice-president and Arling Ostrem secretary-treasurer. At this meeting members held an informal discussion of new and old fabrics on the market and public relations.

Paul Meldon, D. O. Summers Co., is the new president of the Dry Cleaners Guild of Cleveland (Ohio). Chris Jallos, Northern Ohio Cleaners, was elected first vice-president; Frank Blackie, Blackie Cleaners, second vice-president, and Ben Lichtman, Checker Cleaners, treasurer. Named as directors were Eugene Schaffer, Albert Miller, Morton Weiss, Myron Waldman, Hy Haberman, Edward Friedman, Albert Schechter, Anne Baylog, Leonard Hagedorn, Otto Fox, Carl Kergaard and Lyndell Bray. Lucile Seidman remains executive secretary.

##

Mark Gamett, secretary, Las Vegas Laundry and Linen Association; Donald R. Peters, meeting chairman; G. Louis Dodge, president, AIL; Morris Landau, president, LCATA; Albert Johnson, general manager, AIL; George Shepherd, executive secretary, California Drycleaners Association; Cal Liles, past president, Las Vegas Laundry and Linen Association, and Robert Place, executive secretary of the California Laundry and Linen Supply Association.

##

LCATA Appoints O'Neal: Cooke O'Neal has been named assistant managing director of the Laundry and Cleaners Allied Trades Association, New York, N. Y. At the same time Mrs. Stefania Karpinski was made assistant treasurer.



COOKE O'NEAL

Before joining the LCATA in April 1956 Mr. O'Neal was employed by the Member Service Department of National Sales Executives as editor of the NSE News.

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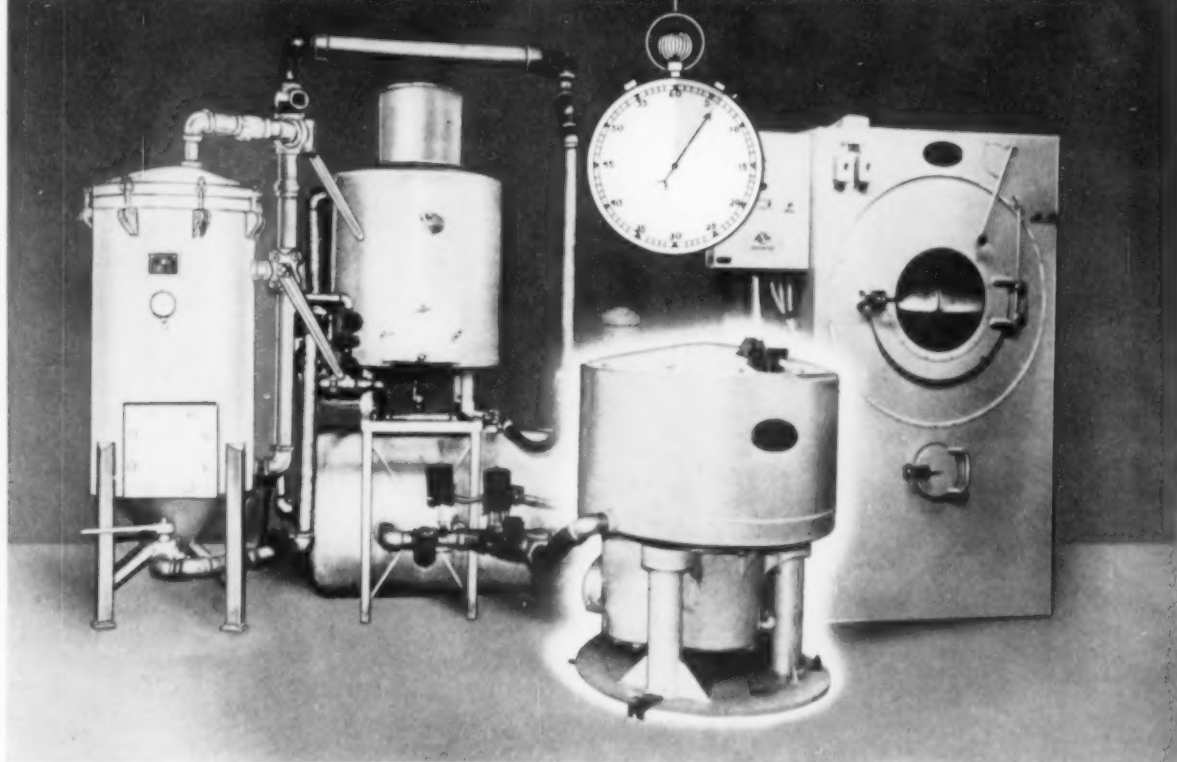


LCATA Meeting in Las Vegas: Important industry figures attended the recent LCATA area membership meet-

ing in Las Vegas, Nev. Seated at the head table in background are, left to right: Stuart Case, president, and

Illinois Plans Clinics: The Illinois Dry Cleaners Association is sponsoring a series of seven sales clinics for its members and their personnel. Meetings are scheduled for Moline, May 19; Peoria, May 20; Alton, May 21; Joliet, May 22, and Chicago, May 23. These sales clinics are conducted by Jerry Daleke, industry consultant. Arrangements and promotion are handled by Art James, association president, and Oscar Howard, fieldman for the group.

6 MINUTE WASH!



SEC NAUTILUS WASHER-EXTRACTOR

...is the fastest in the industry... takes 1/5th the time of "tumbler-action" units!

There isn't a unit on the market that even approaches the Nautilus' super-fast washing cycle! And the Nautilus has hi-speed (800 R.P.M.!) extraction... takes just 2 minutes per load!

WHAT'S THE SECRET? The Nautilus is the world's only synthetic unit with *vertical ac-*

tion. Garments are submerged in solvent *every second* of the washing cycle. This is the same cleaning action used by 90% of domestic washing machine manufacturers!

CLEANEST CLEANING POSSIBLE!

While "tumbler-action" washers beat and twist garments through a few inches of solvent, the Nautilus gently surges solvent through garment fibers *full time*... removes dirt and grime other units can't touch!

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N.I.D. NEWS

NID Names Fulton: George P. Fulton has been appointed secretary-treasurer and general manager of the National Institute of Drycleaning. He succeeds Norbert J. Berg, whose resignation became effective March 10. Mr. Berg held the post nearly eight years. For the past 11 months Mr. Fulton has served as assistant secre-

tary-treasurer and general manager.

An Institute employee for over 23 years, Mr. Fulton for many years acted as NID's director of research. A graduate of Dickinson College with a Master's degree from Pennsylvania State College, Mr. Fulton joined the NID as an instructor in applied science. He is the author of the NID

text, "Applied Science for Drycleaners." While teaching at the Institute he continued his advanced studies in chemistry and chemical engineering at the University of Maryland and engaged in research work at the Institute laboratories.

#

Swiss Chemist Joins NID Staff: Claude Aebi of Aigle, Switzerland, has joined the staff of the National Institute of Drycleaning as a research



CLAUDE AEBI

chemist. Mr. Aebi holds a bachelor's degree from St. Maurice College and a master's degree from Lausanne Polytechnic School.

Before joining the NID, Mr. Aebi worked with the Horological Laboratory in Neuchâtel, Switzerland.

#

New Literature: Every movement of the garment should place it one step nearer to the final storage area, advises Charles R. Riggott in Management Bulletin M-46, "Is Your Plant Layout Obsolete." The bulletin gives many helpful suggestions on better arrangement of workflow lines.

Technical Bulletin T-359 tabulates the results of tests made by the NID on all commercial moth repellents. The Research Department applied each product according to the manufacturer's directions to three wool swatches which were then exposed to the larvae of the black carpet beetle. After 28 days each swatch was examined and the amount of damage was noted.

Drycleaning of Acrilan and wool men's slacks is taken up in Fabrics Fashions Bulletin FF-30. Tips on spotting and cleaning these fabrics are given in addition to observations on worn and cleaned trousers and splitting of these garments along the crease lines.

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EXTRA QUICK
REMOVES ALL PROTEIN STAINS

EXTRA ECONOMICAL
50% MORE SOLUTION PER POUND

EXTRA EFFECTIVE
ON ALL FIBERS AND FABRICS

EXTRA PLEASANT
WON'T GO SOUR OR RIPE

WORLD'S FINEST SPOT REMOVER

Another Fine Product of

PABST BREWING COMPANY

AMERICA'S OLDEST NATIONAL BREWER—EST. 1844

For detailed information write INDUSTRIAL PRODUCTS DIVISION
Trademarks Reg. U. S. Pat. Off. Pabst Brewing Company, Milwaukee, Wisc.





REFRIGERATED Solvent Coolers & Water Chillers



Model EDCU-3. Ellis & Watts units are available for filter capacities up to 8000 g.p.h.

K **Keep solvent temperature constant—at any point between 75° and 80° F* regardless of heat, cold or humidity!**

On sweltering, humid summer days, or in shivery winter weather, maintaining constant solvent temperature is essential for fine quality cleaning. Hot solvent causes dyes to bleed, clothing to shrink and wrinkle. Cold solvent results in ineffective soil removal, increases the need for hand spotting.

Ellis and Watts units combine refrigeration with built-in heating coils to keep solvents within 2° of desired operating temperature under any weather conditions —120° F to 40° below zero.

Easily connected to any dry cleaning system, Ellis & Watts units can also be used as recirculating water chillers. This system cools the solvent in the line, and supplies ample water to the recovery unit—drastically reduces costly water consumption. One unit will easily cool solvent for two dry cleaning machines.

Write today for price and delivery information on the complete line of Ellis & Watts Solvent Coolers and Recirculating Water Chillers.

ELLIS and WATTS Products Inc. P. O. Box 33, Cincinnati 36, Ohio
Liquid Chillers • Mobile Air Conditioners • Industrial Dehumidifiers

*Temperature range recommended by leading detergent manufacturers.

Available through leading distributors and manufacturers representatives.



MICHIGAN OFFICERS and directors, left to right, front row: Michael R. O'Neill, managing director; Eugene Knight; Clarence J. DeLine; Joseph F. Adamowski; Dana G. Antes; John P. Otte, Jr.; E. W. Reisig, Jr.; Loraine Bancroft, past president. Middle row: Directors Anthony Massop; Walter G. Baker; Willard Allen; Alfred Krater; Conrad Roth; Dallas Folsom; Frederick Anderson; Royal A. Balteen. Top row: Directors James Hercik; John Paup; Frank Pingatore; Bert Hooker; Harold Hamilton; Henry Smith

Michigan Program Well-Rounded

KEYNOTED on the timely theme, "How Can We Professionally Serve Our Communities Better," the forty-third annual convention of the Michigan Institute of Drycleaning, Inc., drew some 340 members from all over the state to Detroit on January 18, 19 and 20.

The fast-moving agenda alternated top speakers with round-table discussions, resulting in a balanced program and comprehensive coverage of the major problems facing Michigan's plant operators today.

President John P. Otte, Jr., American Laundry and Cleaners, Grand Rapids, headed up the slate of incumbents who were all returned to office. These include Dana G. Antes, Antes Cleaners, St. Johns, vice-president; Edmund W. Reisig, Jr., Reisig Cleaners, Monroe, vice-president; Joseph F. Adamowski, Salzburg Cleaners, Bay City, secretary; Clarence J. DeLine, Osborne Cleaners, Owosso, treasurer, and Eugene Knight, American Cleaners, Mt. Pleasant, sergeant-at-arms. New directors this year are Bert

Hooker, Traverse City; James Hercik, Alma; Anthony Massop, Grand Rapids; Dallas Folsom, Pontiac; Harold Hamilton, Coldwater, and Walter G. Baker, Lincoln Park.

A joint luncheon-conference of the board of directors and allied tradesmen preceding the election of officers on Friday resulted in serious consideration being given to the possibility of trade exhibits augmenting the regular program in future meetings.

Mr. Otte kicked off the formal session Saturday morning and the welcoming address was given by Harold T. Carnell, director for Wayne County. A round-table discussion followed, moderated by Howard Smith, assistant sales manager, Sanitone Division, Emery Industries. These provocative subjects were thoroughly discussed as table topics and then summarized from the platform: (1) Should a cleaner set his price to guarantee a fair profit or to meet competition? (2) How does service affect volume? and (3) What is your opinion as to the future of route sales and service?

In the afternoon Paul Jacobsen, The Wallerstein Company, N. Y., provided those in attendance with the latest information on sizings. He pointed up the valuable properties of the newer thermoplastic sizings, using colored slides. This was followed by a talk by Victor D. Oakley of Sta-Nu Corporation on "Management Responsibilities."

On Sunday morning Judson C. Randlett, supervisor of field technical service, National Institute of Drycleaning, gave a demonstration on live equipment of "Leather Cleaning, Dyeing and Finishing."

Highlights of the social program included the "Millionaire's Party," the Friday luncheon, with entertainment, and the President's Banquet and Ball.

Summing up, the significant conclusion of the discussion was that in the competitive era ahead the successful operator will be the drycleaner who raises his plant out of the realm of competition by superior administrative ability backed up by aggressive promotion. # #

Lively Meeting at Albuquerque

INCREASING SALES was the subject that seemed to provoke the greatest interest at the recent convention of the New Mexico Dry Cleaners Association. Held at Albuquerque January 19 and 20, the meeting was attended by 122 registrants.

Following a welcome by Albuquerque's Mayor Maurice Sanchez at the Saturday luncheon, Lee Roeder of the local Better Business Bureau outlined his organization's services to the public.

Saturday afternoon was given over

to business meetings and the election of officers. Howard Whitson, Artesia Laundry and Cleaners, Artesia, is the new president, succeeding Ed V. Hammons of Albuquerque. Sally Howell, Howell Cleaners, Taos, was chosen vice-president. Sam F. Gray,

The Importance of Efficient Recovery Tumblers for Extending Solvent "Mileage"

With today's widespread acceptance of synthetic 2-bath cleaning, solvent cost has become one of the most important entries on every dry cleaner's cost sheet. The amount of "mileage" obtainable from a drum of perchlor can be a significant item when bridging the gap between the break-even point and a reasonable profit. Efficient recovery tumblers are an important link in the solvent-saving chain—important enough to receive the careful attention of every cost-conscious cleaner.

Let's assume that the entire cleaning system has no leaks and that recovery of perchlor from filter muck is good. That leaves the recovery tumbler for our close inspection.

Recognizing the need for a highly efficient perchlor recovery tumbler to meet the demands of the growing number of synthetic solvent users, Manitowoc Engineering research engineers carefully studied the many problems involved. After testing and subsequently discarding several different designs, these cleaning specialists developed a unit which meets every specification for a true *solvent-saving* recovery tumbler.

Lint Is No Problem

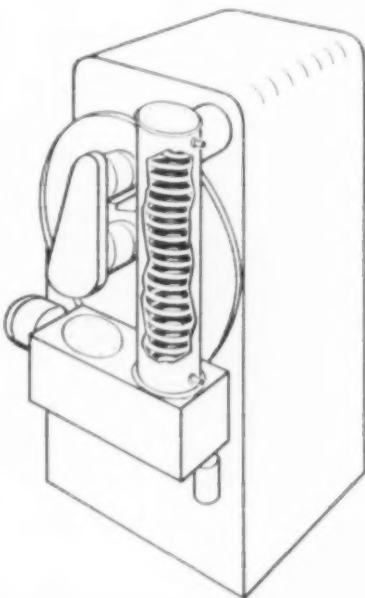
Excessive lint collection on cooling and heating surfaces seriously hampers the efficiency of a condenser because the lint has an insulating effect on the heat transfer surfaces, affecting the amount of solvent recovery. To overcome this problem, Manitowoc tumblers feature an exclusive condenser consisting of helical wound prime surface copper coils—there are no inefficient fins to collect lint. A highly effective, large-surface lint box completely traps all lint that is present in the air stream. For easy cleaning the lint clean-out door is handily available at the front of the unit.

No Air Leaks

Even with the most efficient performance during the rest of the

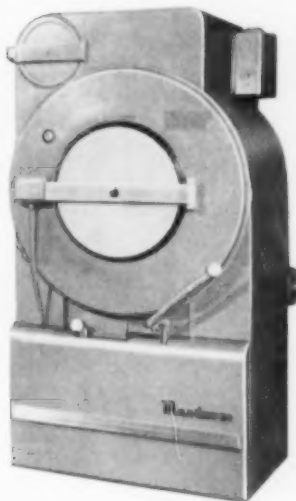
cleaning process, solvent economy is drastically cut when air leaks occur in the tumbler itself.

Manitowoc recovery tumblers guard against air leaks with a self-aligning, spring-loaded, positive-seal door. The entire unit is completely air-tight—there's no chance of perchlor-laden air to leak at any point. Manitowoc recovery tumblers have easily accessible interlocked dampers which positively seal off the entry or discharge of air during the recovery cycle. For aeration this same pair of moulded dampers provide more than ample fresh air for complete deodorization.



Schematic drawing of helical wound copper coil condenser designed and developed by Manitowoc Engineering Corp. Exclusive design eliminates lint problem.

As a further guarantee against air leakage, Manitowoc tumblers can be serviced from the rear without break-



Perchlor recovery tumbler features a 36" x 30" basket, has highly efficient solvent reclamation.

ing seals. The entire tumbler stays as tightly sealed after years of use as when first installed.

Proper Air Temperature Vital

Tests show that it's the temperature of the air *entering* the recovery-drier cylinder that is important, not the air leaving the cylinder. Actually, the air temperature drops considerably after contacting the garments. Manitowoc recovery tumblers have a conveniently located damper effecting positive control of the temperature of heated air entering the basket. Proper temperature, combined with Manitowoc's tremendous air flow volume, provide thorough solvent reclamation and deodorization without garment shrinkage.

In addition to the many unequalled solvent-saving features detailed above, Manitowoc perchlor recovery tumblers have superior advantages that make them the finest in the industry. The big 36" x 30" cylinder easily handles 35 to 40 pounds per cycle. Condenser, collector and blower are enclosed in a lifetime stainless steel housing. Dodge torque arm drive connects the motor directly to the drum shaft for silent, more efficient super-speed operation. Extremely compact design allows placement in a space only 39" by 49".

Your authorized Manitowoc dealer has full information on Manitowoc recovery tumblers—call him now! Manitowoc Engineering Corp., Manitowoc, Wis. Dept. MRS-2



AT NEW MEXICO banquet, left to right: State Representative Ken Roberts and Mrs. Roberts; Howard Whitson and Mrs. Whitson; Leo Roeder and Mrs. Roeder; Toastmaster T. G. Peters, Santa Fe Economic Development Committee

Dry Cleaning Board, Albuquerque, continues as convention secretary.

The highlight of the Saturday banquet was a presentation by Oscar Nielson, secretary of the Nebraska Drycleaners Association, of a highly imaginative version of a drycleaner's "nightmare" ... complete with props.

(No doubt he will long be remembered as "Falsie" Nielson.)

S. Y. Jackson, Jr., displayed an unexpected talent in his job of introducing the Sunday speakers. They were Sam Cannon, solvent specialist of The Dow Chemical Company; Al Jordan, Sanitone Division, Emery Industries,

Inc.; Jerry Daleke, advertising and sales training consultant, and Lou Bellew, West Coast editor, The NATIONAL CLEANER & DYER.

After the convention ended officially at 1:30 p.m., nearly all the delegates stayed to attend a sales clinic conducted by Jerry Daleke.—Lou Bellew

Gophers Go for Sales Ideas

DAY-LONG CLASSES and demonstrations sparked plantowners and their employees with sales ideas during the annual convention of the Minnesota Institute of Laundering and Cleaning in Minneapolis on January 19-20.

Lectures by the following members of the allied trades were presented to alternating groups during the four workshop sessions held at the Hotel Nicollet on Sunday: Paul Jacobsen, Wallerstein Company, showed slides on "A New Idea in Digesters—Spotting in the Wheel"; Charles R. Riggett, industrial engineer, National Institute of Drycleaning, discussed "Plant Layout and Workflow"; James Butler, Vic Cleaning Machine Co., explained "Why Plants Should Have Temperature Control," and Larry Porterfield, P & H Industries, told how "Finishing Can Be Made Easier." Demonstrations with a silk unit, a one-girl shirt unit and a garment conveyor were included.

At luncheon on Saturday, attended by over 400, G. Louis "Mike" Dodge, president of the AIL, said that more merchandising and promotion are needed to convince the housewife of the need for professional laundry service in his speech, "This Is the Way to Whitewash Blue Monday." C. B. Drake and W. R. Conway, St. Paul

Fire & Marine Insurance Company, explained advantages of a multiple-coverage policy for the laundry and drycleaning industries. Current developments in minimum wage laws were covered by Richard S. Felhaber, attorney.

Last speaker of the afternoon was Noel Grady, Bishop David Freeman Company, who urged plantowners to develop a simple, elementary approach for more sales. The basic methods to break down a sales barrier between the counter girls and a customer are: (1) a smile, (2) using the customer's name, (3) appearance, (4) suggested selling, (5) use of canned presentations, (6) incentives to produce more sales.

James Brown, Mankato, is president



LEADERS of Minnesota Institute include James Brown, president, at left, and Leonard Shapiro, vice-president

of the Minnesota Institute; Leonard Shapiro, Minneapolis, vice-president; James Pruett, secretary-treasurer, and George Samuels continues as executive manager.

Three new directors were elected: Rodger Foussard, St. Paul; George Berman, Duluth, and Harold J. Speier, Albert Lea. Other members of the board include: John G. Rossman, Minneapolis; Vernon Longstreet, Pipestone; Norbert Meyer, St. Cloud; James Pruett, Jr., Rochester; Lester Hege, Brainerd.—Harry Yeates



TWO-DAY SESSION attracts more than 400 to Minnesota Institute of Laundering and Cleaning convention in Minneapolis



WINNING HAND for a money-making business

There's no need to gamble with overheated cleaning solvents. Damaged goods, lost customers and unhealthful working conditions are risks you cannot afford to take . . . especially, when they can be simply and inexpensively avoided.

Install a Ross Solvent Cooler and forget about temperatures. Easily hooked-up, this small, dependable unit will quickly prove to be the best investment that you ever made.

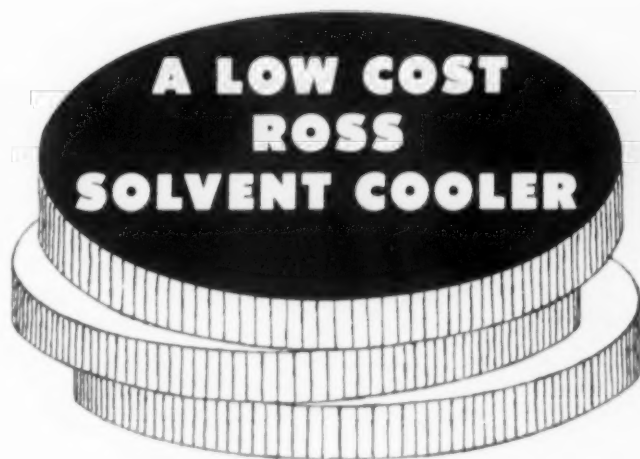
It will prevent color bleeding, costly evaporation, solvent discoloration, plugged filters, ruined sizings, lost working hours from sickening fumes, fire and explosion . . . the hazards you face with overheating.

Stubborn wrinkles, difficult soil removal, shrinkage, relaxation, "felting" and poor cleaning results won't eat up your profits.

Get the whole story, right away . . . mail the coupon or call your equipment distributor.

Ross Heat Exchanger Division of American-Standard, Buffalo 5, N. Y.

In Canada: American-Standard Products (Canada) Limited, Toronto 5, Ont.



ROSS HEAT EXCHANGER

Division of AMERICAN-STANDARD



ROSS HEAT EXCHANGER DIVISION, Box 2081, Buffalo 5, N. Y.

Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

Service Stressed at Charleston

"INCREASED SERVICE at lower cost" was the theme of the thirty-fourth annual convention of the South Carolina Launderers and Cleaners Association. Held in Charleston February 22-24, the meeting attracted about 300 drycleaners and launderers from throughout the state.

The convention chose J. Francis Brenner, Charleston, to serve as president for the coming year, succeeding Leon A. Cooper of Columbia. Other

officers are John B. Burns of Greenville, vice-president; Lawrence L. Jenkins of Charleston, secretary-treasurer, and G. R. Kirkland of Orangeburg, sergeant-at-arms.

Directors, named for two-year terms, are Allison Walters, Orangeburg; William Rogers, Aiken; Joseph R. Richardson, Hartsville; James E. Kendall, Rock Hill; Charles Snoddy, Greenwood; John Swam, Anderson; George Tucker, Beaufort; E. O. Page,

Spartanburg; Sidney Smith, Florence, and B. Jack Foster, Greenville.

Principal speakers included A. L. Christensen, manager of the production and engineering department of the American Institute of Laundering, and G. W. Boyd of Emery Industries, Inc.

Robert H. Lovvorn of Columbia, president of Calhoun Life Insurance Co., described benefits of group insurance to the delegates.

Sunday morning the convention moved over to the County Hall, where manufacturers of drycleaning and laundry equipment demonstrated the newest machinery and techniques.

While delegates were in business sessions, their wives were afforded the opportunity to tour historic Charleston.

A noteworthy result of the convention was the immediate launching of an intensive campaign to acquaint the public with the renewed objective of the group—to afford better service at lower cost. # #



NEW SOUTH CAROLINA officers, left to right: Lawrence L. Jenkins, J. Francis Brenner, G. R. Kirkland and John B. Burns

Texans Accent Management

MORE THAN 400 Texas drycleaners and laundrymen heard pleas for a stepped-up program of research and human relations at the Golden Jubilee Convention of the Texas Laundry and Dry Cleaning Association. The meeting was held in Dallas March 26-28.

Accent at this fiftieth convention of the association was on better management methods, prospects for the future and a program of research.

"Our own paramount need," said Orval A. Slater, president of Slater-White, Inc., San Antonio, "is for broad and sweeping research. It is my opinion that our industry research has been more the establishment and control of minimum standards rather than the development of new methods and equipment to exploit these methods."

Charles C. Callaway, retiring president of the association, laid stress on the subject of human relations.

Devis R. Slater, president of the Fishburn Cleaning & Laundry Co., Dallas, spoke in opposition to any extended coverage of the Fair Labor Standards Act before Congress.

Travis Elliott, a management consultant from Texarkana, Tex., made three appearances before the convention, as much stress was laid on the

problems of management. He discussed the over-all problems of management and called management "your weakest link." He particularly mentioned the current shortage of competent executive personnel and the need for stepped-up labor-employee relationships.

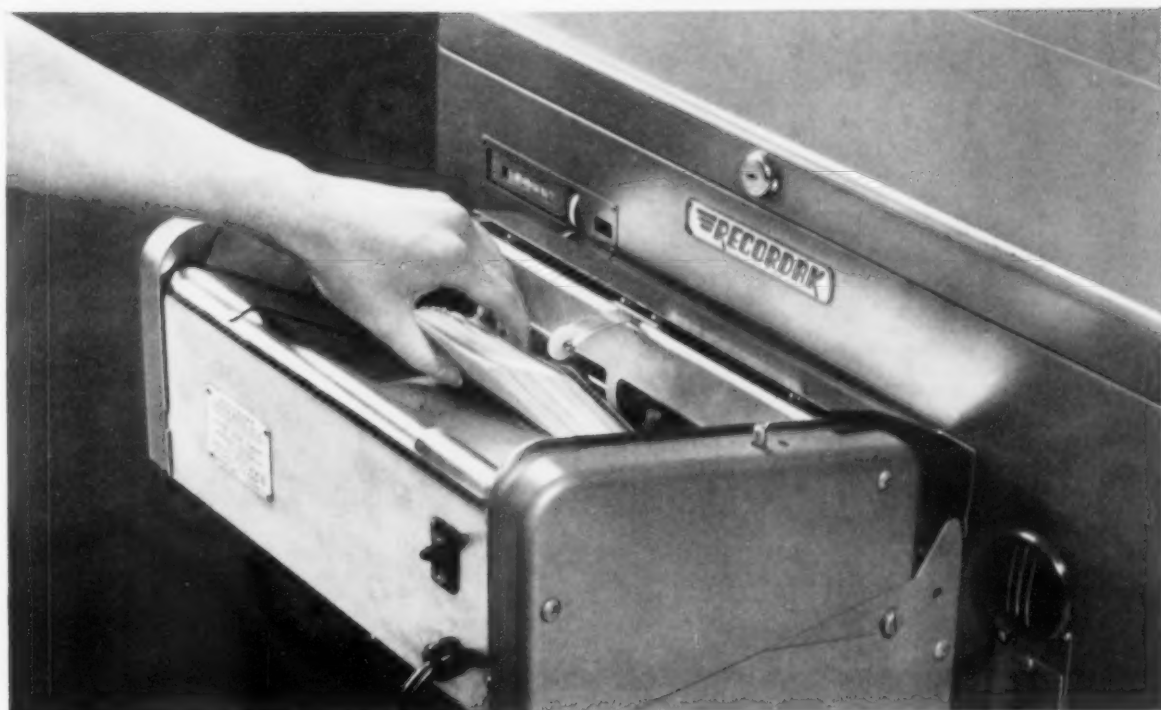
Maurice Acers, a member of the Texas Employment Commission, talked on the subject "Your Fabulous Future"; Jim Low, of the National Association of Manufacturers, dis-

cussed "After 50 Years! Now What?" and William J. Murray, Jr., a member of the Texas Railroad Commission, spoke on "The Middle East Crisis As It Affects Texas."

R. B. Willis, La Cava's, Fort Worth, succeeds Charles C. Callaway, National Laundry, Temple, as president of the group. James F. Milholland, Zenith Cleaners and Launderers, was named first vice-president, and Shiner Harrison, Sunshine Laundry, San Antonio, second vice-president. # #



TEXAS OFFICERS, left to right: R. B. Willis, Charles C. Callaway, Shiner Harrison and James F. Milholland



A day's tickets at Lilac Laundry are recorded in about 15 minutes on this Recordak Bantam Microfilmer with automatic feeder.

20-hour job now done in 15 minutes with new Recordak Microfilming system

With 800 tickets coming in every day from sixteen delivery routes and five stores, Lilac Laundry, Rochester, N. Y., has saved over \$5,000 a year with Recordak Microfilming.

The old tedious job of transcribing these tickets by hand was taking 32 man-hours to process. Now, by photographing them on their new Recordak Microfilmer, Lilac Laundry has achieved these results:

- Net savings—\$5,376 per year
- Bookkeeping time reduced over 60%
- Customer inquiries easily and accurately answered from film record
- Better working conditions—old hand-transcribing system was tedious and dull



Recordak Bantam Microfilmer with automatic feeder. One of seven Recordak Microfilmers to suit your needs.

Other costs lowered. End-of-month billing is simplified—no need for carbon copies of statements. Film record also cuts accounts-receivable insurance costs.

Find out how you can save. Recordak Microfilmers sell for as little as \$550—often pay for themselves in a month or two! Low-cost rental plan also available. Fill out the coupon below today.

"Recordak" is a trademark. Price quoted subject to change without notice.

RECORDAK

(Subsidiary of Eastman Kodak Company)

Originator of modern microfilming—now in its 30th year

MAIL COUPON TODAY

RECORDAK CORPORATION FF-5
415 Madison Avenue, New York 17, N. Y.
Gentlemen: Please send details on laundry and dry cleaner savings with Recordak Microfilming.

Name _____

Company _____ Title _____

Street _____

City _____ State _____

Nicholson Acquires Hoffman Rights

W. H. Nicholson & Co., Wilkes-Barre, Pa., has completed final arrangements for the acquisition of exclusive rights for the production and distribution of the entire line of laundry, drycleaning and pressing equipment previously sold under the name and trademark of the U. S. Hoffman Machinery Corp., New York, N. Y.

W. H. Nicholson & Co. is a leading manufacturer of steam specialty equipment and metal partitions, with plants located in Wilkes-Barre and sales offices in 98 principal cities. The company has been in business for more than 75 years.

For the past two years Nicholson has been the sole manufacturer of Hoffman equipment, while U. S. Hoffman handled sales and distribution. The present field distribution organization for this equipment will be maintained by Nicholson. The Hoffman brand name will be retained.

"Established Nicholson policies will prevail in the operation of this expanded activity," A. E. Nicholson, Jr., president, stated. "We will maintain highest quality standards in materials and fabrication. We will strive for continued product performance through engineering, research and development designed to anticipate customer requirements. We will inaugurate greatly improved service standards to insure prompt attention to the needs of customers and will institute a nationwide organization of service representatives for the training of local service personnel, to assure continuity of customer operations."

Williams Sales Manager

Nicholson announces the appointment of David Williams as sales manager for the Drycleaning, Laundry and Pressing Equipment Division. Mr. Williams most recently served as production manager for Nicholson. He joined the organization after Nicholson purchased Walter C. Williams Co. Before this he was associated with Crane Company in Washington, D. C. He is a graduate of Franklin & Marshall College.

Ireland Joins Caled



JOHN A. IRELAND

John A. (Jack) Ireland, supervisor of general course instruction at the National Institute of Drycleaning for the past 10 years, has joined Caled Products Company, Inc., Brentwood, Md. The announcement came from Warren K. Cooley, president of the firm, who stated that Mr. Ireland will direct industry relations and sales.

Caled has also announced that Ken Conroy has been promoted to the sales development department. Mr. Conroy has been associated with Caled since 1953.

Two Color Films Presented

Detrex Chemical Industries and Excelsior Machinery Company have sponsored two new 16 mm color films. The first, running approximately 12 minutes, is entitled "Two Hour Miracle" and shows the full operational story of one of America's most modern drycleaning plants recently installed in Chicago.

The other film, which lasts about 18 minutes, is called "Going to the Cleaners." It is produced as a semi-animated cartoon with live movie sequences. Prepared by Wilbur and Giorgio, Inc., Excelsior's advertising agency, the film covers method study, time and motion analyses, wage incentives, plant analyses, plant layout, management and budget functions and complete procedures for operating an efficient drycleaning plant.

Both films will soon be available through all Detrex-Excelsior distributors throughout the

country. Drycleaners who wish to view these educational films are requested to write their local Detrex or Excelsior distributor for a schedule.

Further information concerning these movies may be obtained by writing either Detrex Chemical Industries, Inc., 14331 Woodrow Wilson, Detroit 32, Mich., or Excelsior Machinery Company, 1452 Randolph St., Detroit 26, Mich.

Hal-Jones Enterprises

Through the terms of an agreement with the Tex-Tone Corp., Hal-Jon Enterprises will appoint jobbers, train technicians and install and license cleaning plants to use the patented Tex-Tone process. Hal-Jon will also manufacture and distribute the mechanical components and Tex-Tone for a 14-state Midwest area. These states include Illinois, Michigan, Indiana, Ohio, Kentucky, Tennessee, Arkansas, Oklahoma, Kansas, Missouri, Nebraska, Minnesota, Iowa and Wisconsin. Stovall & Associates, Indianapolis, Ind., has been appointed exclusive distributor for Indiana. Directing sales for this project is Hal Lindblad, an associate of Hal-Jon Enterprises.

Mr. Lindblad has also been actively involved in the development of a conductivity meter, probe and diprobe produced by Hal-Jon Enterprises and Simpson Electric Company. These instruments are used by the cleaner to determine general solvent conditions. Hal-Jon is in charge of all sales and distribution for this meter. Service will be handled directly by Simpson Electrical Company.

Headquarters of Hal-Jon Enterprises is at 1829 N. 32nd St., Melrose Park, Ill.

International Milestone

This year International Harvester Company, Chicago, Ill., is celebrating its fiftieth anniversary in the motor truck manufacturing business. From its first year's production of 73 "Auto Wagons," the company has grown to be the world's fourth largest manufacturer in the automotive field, although it produces no passenger cars. It ranks third in the nation in volume of truck sales and leads

the industry in production of heavy-duty, six-wheel and multi-stop trucks.

Washex Expands Facilities

The addition of a second plant in Brooklyn has been announced by the Washex Machinery Corp., Brooklyn, N. Y. According to Steve Landon, general manager of the firm, this move has been made to keep pace with the increasing demand for the firm's products.

Lashley New Butler Regional Manager



ROBERT B. LASHLEY

Butler Manufacturing Company, Kansas City, Mo., has promoted Robert (Bob) B. Lashley from Cleaners Equipment sales representative to East Central regional manager. According to Howard J. Martin, Dry Cleaners Division sales manager, Mr. Lashley will make his headquarters in Cleveland, Ohio. He replaces Webb Morrow, who transferred to the West Coast to head Butler's new Los Angeles regional office.

Mr. Lashley started with Butler three years ago as a sales representative in the East Central region. His background also includes sales supervision and business management with Vendo and Coca Cola Companies.

New Warco Headquarters

Warco Laboratories, Los Angeles, Calif., recently moved to new and larger quarters at 13609 S. Normandie Ave., Gardena. The research department,

THOUSANDS PRAISE

Cook WASHETTE

SIMPLICITY, THOROUGHNESS



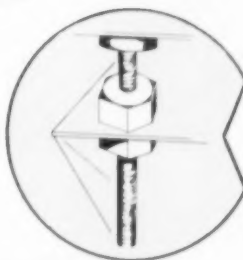
SINGLE, FOOLPROOF DIAL IN COMPLETE CONTROL!

Cook's exclusive one-dial washing-cycle control renders the Washette so flexible that it is actually 28 washers in one! To change to any of 28 cycles, simply change dial. It takes just 15 seconds — about the time required to wind a watch. And it's as easy as putting a key in a lock!

Cook Washettes are available in four sizes — 25 lb., 50 lb., 75 lb., and 100 lb. (dry weight capacity); and in seven models, including the fabulous Washette Twin. Styling includes both the exclusive Cook cabinet and the conventional pedestal types. There is a Cook Washette for every laundry situation!

28 APPROVED FORMULAE FOR:

- SELF-SERVICE LAUNDRIES
- DRY CLEANERS
- COMMERCIAL LAUNDRIES
- HOSPITALS
- MOTELS • HOTELS
- SCHOOLS • CLUBS
- AUTOMATIC CAR-WASH
- MILITARY INSTALLATIONS
- LARGE ESTATES
- YACHTS AND SHIPS
- RANCHES • LODGES



COOK MACHINERY CO. INC.

DALLAS, TEXAS

Phone TAYlor 6-4158

**ANYONE
CAN INSTALL
OPERATE
& SERVICE**

Comes completely plumbed and wired — simply attach hot and cold water, drain, and electric power. Only one adjustment point — a nut-and-bolt arrangement for maintaining V-belt tension. Machine otherwise is precisely adjusted and permanently pre-set at factory for years of trouble-free, maintenance-free, profitable service!

**FREE
FACTUAL FOLDER
ON REQUEST**



COOK MACHINERY CO., Inc., 4129 Commerce St.
Dallas 26, Texas

Please send descriptive literature on COOK WASHETTES.

Name of Company _____

Signed _____

Title _____

Address _____

City and Zone _____

State _____

Type of Business _____

built to Warco's specifications, has been improved and enlarged.

Warco Laboratories was founded by the late William A. "Doc" Ramsey, prominent figure in the development and research of chemicals and procedures for the cleaning industry. He was the founder of the Ramsey Universal School of Cleaning & Laundering.

Detrex Broadens Lease Plan

The expansion of its lease plan to include all Detrex machines has been reported by the firm. Now drycleaners can lease any Detrex equipment they wish. Previously lease arrangements were confined to the small Cornet model and Synth-O-Savers.

Complete information on the new lease plan can be obtained by writing to Detrex Chemical Industries, Inc., Box 501, Detroit 32, Mich.

Excelsior Names Goldman



HAROLD GOLDMAN

The appointment of Harold Goldman as sales representative has been announced by W. B. Caplan, president of Excelsior Machinery Company, Detroit, Mich. Mr. Goldman, a graduate of the University of Michigan, was for 25 years a drycleaning plantowner, and has spent the past two years as a consultant with Elrod Systems, Inc.

In his new capacity Mr. Goldman will assist plantowners in methods study, time and motion analyses, installation of wage incentives, plant analyses, plant layout, merchandising, management and bookkeeping controls and budgets, market analyses, financing of new package plants or revamping of existing plants. He will serve all plantowners in the northern Ohio territory.

Trademark Consent Decree

Russell M. Young, president of The Davies-Young Soap Company, Dayton, Ohio, has announced that a consent decree has been entered in the district court for the District of Minnesota in the action which Davies-Young has brought against Pilgrim Dry Cleaning Inc.

In this action Davies-Young had charged Pilgrim with infringement of Davies-Young's recently issued Truster Patent No. 2,729,576, and with trademark infringement and unfair competition in the defendant's use of Davies-Young's "Lint-Free Cling-Free" trademark. Davies-Young had complained of Pilgrim's use of this mark in promoting the sales of Pilgrim's drycleaning services without using Davies-Young Buckeye Clean Charge detergent.

By the terms of the consent decree Pilgrim Dry Cleaning, Inc., its principal owner, Philip S. Haspel, and certain other companies owned by him, operating in the Minneapolis and St. Paul area, were found guilty of unfair competition as charged in the amended complaint.

The decree enjoins the defendants from further use of Davies-Young's trademark in any advertising, promotion material or other displays by which the defendant's drycleaning services are offered to the public except that the defendants may hereafter employ Davies-Young's Buckeye Clean Charge product.

The defendants are ordered to turn over to the plaintiff all coupon books, mats and other advertising material which they have remaining in their possession and in which the Davies-Young trademark "Lint-Free Cling-Free" is contained or featured.

This consent decree has no effect upon the patent aspects of the action.

West Coast Office Opened

Herbert Ramstedt, president of Sweda Cash Register, Inc., Chicago, Illinois, has announced the opening of a new Western Division office and showroom at 3104 Wilshire Blvd., Los Angeles, Calif. According to Mr. Ramstedt, this move will extend the 25-year-old company's American market and will permit further participation in the growth opportunities on the West Coast.

Lee Armstrong is Sweda divisional manager for the West Coast area.

Poster Sparks Campaign



A striking four-color window poster featuring Miss "Cotton Cutie," spearhead of a summer-volume-building campaign for cleaners using the Nova-Tex Texturizing Process, is now available from National Cleaners Chemical Manufacturing Company.

The eye-catching poster design features a pert miss in a typical summertime scene. Miss Cotton Cutie symbolizes the fresh daintiness and fashion smartness of dry-sized cottons.

Measuring 22 by 34 inches, the poster can also be used on wall or door. It is one of several attractive pieces in National's Cotton Cutie program that includes newspaper ad mats, mobiles, self-sticking plaques, circulars, bundle enclosures, counter handouts and other point-of-purchase material.

For a poster, as well as other promotional material, write to National Cleaners Chemical Manufacturing Company, 2807 W. Lake St., Chicago 12, Ill.

Ajax Honors Belgian Distributing Firm



For outstanding sales performance and dealer excellence through 1956 the firm of Emile D'Hooge, Ghent, Belgium, was awarded the 1956 Ajax Oscar presented annually by the Ajax Pressing Machine Co., Salt Lake City, Utah. Emile D'Hooge (center), owner of the firm, was guest of honor at a special dinner at which he received the

Great Lakes Groups Merge

The consolidation of the Dicalite Division into the newly organized Mining and Mineral Products Division has been announced by the Great Lakes Carbon Corporation, New York, N. Y. Walter Gramm, chairman of the board, reports that the move involves a number of Great Lakes operations in the West.

D. Loring Marlett, vice-president of the Great Lakes Carbon Corporation and formerly general manager of the Dicalite Division, has been named general manager of the Mining and Mineral Products Division.

New Sanitone Publicity

A total of 13 Sanitone advertising films has been completed, according to L. E. Francis, director of advertising for Emery Industries, Inc., Cincinnati, Ohio. The series consists of eight short color films for use by Sanitone licensees in local movie houses. At the same time films for use on television were prepared.

New Supplier Announced

A new supply firm, Tygar Chemical Company, 906 E. Washington St., Syracuse, N. Y., has been formed. The owners are Joseph T. Garland, who has served in the drycleaning industry as a plantowner and jobber salesman, and William A. Tryon, who has had a background in the selling field.

"CRAVASET"

Try this miracle-working
new dry size!

"By putting the 'body' back it brings the customer back"

This is a new dry size made by the same company that for more than 70 years has been making the famous "Cravenette." It is as distinct among sizes as is "Cravenette" among water repellents. In extended tests among many of the country's leading drycleaners it has consistently produced results of the kind that make and keep customers happy. "Body" is restored and a luxurious "hand" imparted to cottons, taffetas, acetates, rayons, silks and other commonly sized fabrics. Its performance is exceptional with evening gowns, nets, crepes and so on. Drape is restored; garments acquire that crisp, fresh feel in contrast with that limp, slack look so often seen in garments that are unsized.

It is simple to apply, too. Since "Cravaset" is liquid, it mixes easily with any type of sol-

vent; any desired degree of "body" or "hand" can be imparted, and it can be applied by any of the usual spray or immersion methods. Garments treated with "Cravaset" are easier to finish; there is no sticking of irons or tackiness in the finished garment, and no mark-off on sheens or shiny fabrics.

In delivering garments sized with "Cravaset" you give a truly quality service of a kind that brings repeat business. Some plants size garments with "Cravaset" as a part of their regular service, but more and more are now making a change and thereby obtaining a further direct profit. You will find, also, that the price of "Cravaset" to you is right.

Write for further information. Or better still, use the coupon below and have us send you a sample with full directions for use.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

THE CRAVENETTE COMPANY, U. S. A.

8th and Madison Streets, Hoboken, N. J.

Please send me a sample of "Cravaset" and instructions for use.

(Your Name)

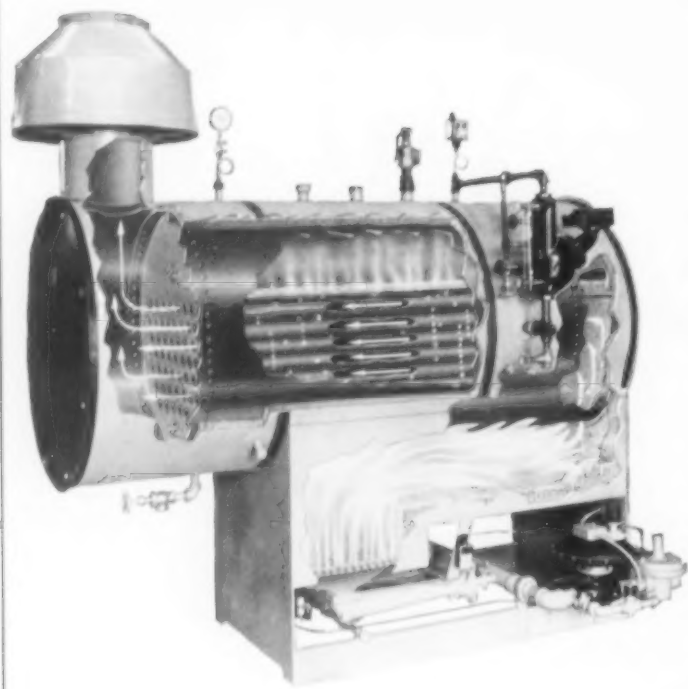
Position

(Name of Company)

(Street Address)

(City)

(State)



GAS FIRED LATTNER HRT

See —

- the simplicity of design.
- the large amount of heating surface.
- the quiet atmospheric gas burners.
- the simple control setup.
- the factory installed combustion chamber.
- the rock wool insulated jacket.
- an HRT boiler all in one piece.
- the boiler that "coasts" with the load.
- sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

NEW PRODUCTS AND LITERATURE

Continued from page 10

Fur Finishing Aid



A rotary brush for finishing furlike garments has been designed by the Walter Haertel Company. This handy brush is said to separate the hairs and eliminate matted spots in a matter of minutes. Haertel states that the brush accomplishes good results without the use of machinery.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention **NATIONAL CLEANER & DYER.**

Further information is available from the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

Moth, Mildew Preventives

Two new moth- and mildew-proofing products have been developed by the American Mothproofing Company. One is a dry powder and the other is a dry petroleum-base solution. No extra labor or equipment is necessary, according to the company.

Write to American Mothproofing Company, 2510 Hampton (10), St. Louis, Mo., for details.

New Evaporative Cooling

Air cooling systems especially suited to the requirements of drycleaning and laundry plants are now being produced by National Engineering and Manufacturing Company, Sedalia, Mo. The equipment features roof and window evaporative air cooling units for direct or duct installations.

National states that evaporative air systems cool, filter and refresh huge volumes of air by pulling powerful breezes through water-cooled filter pads. The forced circulation of air from blower units of up to 15,000 c.f.m. capacity, when augmented by high-capacity exhausts, can cool plant areas by as much as 25 degrees lower than outside temperatures, according to the manufacturer.

Vern Rodick, general manager, emphasized the consulting service maintained at all times to aid in the engineering and proper installation of evaporative air cooling systems in plants that present special problems.

Boiler Feed Control Guide

A special 35-page booklet on boiler feed control has been prepared by Robert Lee Jickling, Ph.D., chief chemist of Kisco Boiler & Engineering Company.

The brochure presents a complete story of water and its relation to boiler feed. It also covers prevention of scale and methods of safeguarding against corrosion and foaming.

A copy of this booklet will be furnished without cost by

writing to Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis 4, Mo.

One-Man Drum Handler



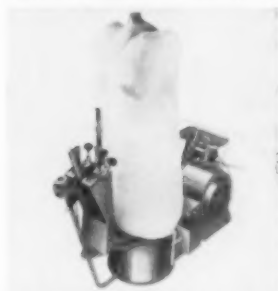
Safety drums weighing up to 1,000 pounds can be safely handled by one man with the CeCOR Model 66 Drum Handler, according to the manufacturer. Positive locking action clamps chime of all standard 30- and 55-gallon drums with up to 2,500 pounds pressure for accident-free, upright transportation. Solvents and perchlorethylene may be transported in open or closed-end drums or those with fully removable head.

NATIONAL CLEANER & DYER

The Model 66 can be fitted with a hand-operated, one-way 10 g.p.m. pump for dispensing liquids directly from drum to drycleaning system. Designated as the Model 76 Drum Dispenser, it may be also specified with gallon stroke, meters, two-way or electrically operated pumps.

Literature may be obtained from Coolant Equipment Corporation, Verona, Wis.

Cissell Steam-Air Finisher



A new Cissell Form Finisher with lever-actuated controls for the nylon form and adjustable air control has been introduced.

This new unit provides simple levers for adjusting the nylon form. Position markings for

the levers enable the operator to reset them to suit any garment.

The air control, conveniently located at the front of the machine, permits the operator to select varying degrees of air pressure. The company reports that chammois and suede-lined garments can be safely finished.

There are no foot pedals on this machine. A time switch controls both air and steam cycles. The finisher steams, dries and cuts off automatically.

For full details write to W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

Two New Sleeve Forms

E. J. Newhouse, president of Newhouse Specialty Co., Inc., has reported two new additions to the firm's line of sleeve forms. The most unusual of the sleeve forms is the Model 6. It features a floating arm which is self-adjusting to the size and shape of any sleeve. Proper tension is maintained during steaming operations by a loaded coil spring. The new form is easily depressed for entering the sleeve and also for withdrawing from the sleeve without disturbing the finished work.

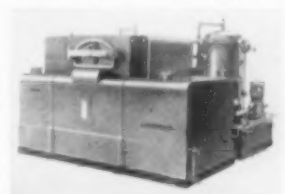
The form is said to weigh less than $\frac{3}{4}$ pound. The length is 23 inches, expansion 11 inches.

"This new sleeve No. 6 is ideal for finishing on the steam-air form, particularly coats, sweaters, dresses and the like," said Mr. Newhouse.

The other new sleeve, called the 3-B-7, is more conventional in design but with a new type of nonbreakable hinge. According to Mr. Newhouse, it also is especially made for use with the steam-air finisher. It is 23 inches in length, with 11-inch expansion.

For additional information write to Newhouse Specialty Company, Inc., 3827 San Fernando Rd., Glendale, Calif.

Detrex 1957 Line Shown



A completely redesigned line of drycleaning machines has been marketed by Detrex Chemical Industries, Inc., Detroit,

Mich. Detrex drycleaning machines, available in eight models, features such design changes as an improved filtration-distillation system, automatic controls, heavy cylinder construction and high-level button traps. Shown here is the Ambassador model, which has a capacity of over 200 pounds.

Literature containing complete specification and operational information on the Detrex drycleaning machines and Synth-O-Savers can be obtained by writing to Detrex Chemical Industries, Inc., Box 501, Detroit 32, Mich.

Channel-Flo Compressor

Ingersoll-Rand Company has produced a new air compressor to be known as the Channel-Flo. It is a two-stage, 200 p.s.i.g.-rated motorcompressor presently available in 1½ and 2 hp. sizes. The complete packaged unit includes the motor-compressor, cushioned rubber mounting on an ASME vertical tank, interconnecting piping and fittings and automatic start-and-stop control.

The manufacturer claims important safety and space-saving features in this new unit. Belt drive is eliminated because the



Speedy

SOLVINK

- Cuts spotting time
- Cuts finishing costs

Here's the way to make quick work of spotting all fabrics . . . effectively, safely and economically.

Solvink, the special purpose spotting agent, penetrates quickly, then soaks out stains of rust, paint, ink, and blood without a trace.

Solvink is completely harmless to the fabric when used according to the easy directions.

Economical, too. One-half pint set of two solutions only \$2.25. Also available in pint, quart and gallon sizes.

Try a free sample right away, or order a trial from your jobber. For sample, write Dept. M-76, Greenville Chemical Company.

And you can use these companion products profitably, too—

- TANSOL—for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hat Size

GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

SEND
GARMENTS
FOR DYEING
TO

ALMORE DYE HOUSE

4412 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in business since 1919



...the dyeing name of undying fame

compressor is flange-mounted directly on the driving motor, halving required floor space. The Channel Flo can also be mounted on a shelf, side wall or overhead bracket with the air receiver located in an out-of-the-way space.

The machine features balanced-opposed piston construction, direct motor drive without belts or coupling and a new piston ring design said to result in low oil consumption. Ingersoll-Rand further states that Channel Flo offers a cushioned rubber compressor mounting, inlet filter and muffler, a totally enclosed crankcase, splash lubrication, standard NEMA "C" face motors, ASME receiver and a continuous service rating.

For more details contact the nearest Ingersoll-Rand branch office, or write to Ingersoll-

Rand Company, 11 Broadway, New York 4, N. Y., and request Form 1547.

Rotating Sign Introduced



Motion and changeability are the principal features of a new sign designed by the Carousel Sign Co. Said to be effective during the day and at night, the display provides space for two brief messages. These can be varied to suit the user's needs. Since the Carousel sign revolves it has the advantage of being read from any direction.

The display is composed of two moving parts, uses plain light bulbs and is generated by

a 1/100 hp. motor. The company claims it is simple to install because of its light weight and costs little to operate.

Address inquiries to Carousel Sign Co., Lake Mirror Dr., Lakeland, Fla.

Cooler Design Changes

Ellis & Watts Products, Inc., recently announced several new design changes for its 1957 refrigerated solvent coolers and recirculating water chillers.

Capacity of the new models has been increased by one-third. They can now be used effectively on filters with capacities up to 8,000 g.p.h. The recirculating water chiller will easily handle the larger synthetic plants, the company states.

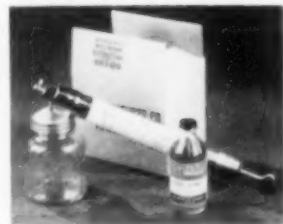
A built-in heating system provides heating as well as cooling. According to the manufacturer this new unit is guaranteed to automatically maintain solvent within 2 degrees of desired operating temperature under any conditions, from 120° F. to 40 degrees below zero.

The new units occupy less floor space and can be connected to any drycleaning system. They also can be used as recirculating water chillers, cooling the solvent in the line and

supplying ample water to the recovery unit. Used in this manner, one unit will cool the solvent for two drycleaning machines, the company claims.

For further details write to Ellis and Watts Products, Inc., P. O. Box 33, Cincinnati 36, Ohio.

Spix Offers No-Lint



To introduce its new lint-eliminating spray, No-Lint, the Spix Products Co. is offering drycleaners a free No-Lint sprayer with a six-bottle carton of No-Lint concentrate. According to the manufacturer, No-Lint eliminates the necessity of hand-brushing linted garments. It can be applied on top of the work in the tumbler before drying, or it can be sprayed on individual garments after drycleaning.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

A single ounce bottle of No-Lint makes one gallon of delinting solution when mixed with water and is sufficient for treating 12,000 pounds of work, the firm reports.

For complete details write to Spix Products Co., 119 Dahlen St., Pittsburgh 6, Pa.

New Haertel Fur Drum



The Walter Haertel Company has developed a new model AD-2 Automatic Drum-master for cleaning all furs and new synthetic fur garments like Borgana, Furlana and other imitation fur garments manufactured from Orlon and Dynel fabrics.

The new Automatic Drum-master enables the entire cleaning process, including caging and drumming, to be done in one cleaning cycle without removing garments from one drum to the other. It is especially designed for use with all types of fur cleaning material including the new fine-mesh products.

Finished in metallic blue and trimmed in chrome, the machine is equipped with automatic timing devices that regulate the drumming and caging operations. It shuts itself off at the completion of the cycle.

Similar in appearance to the C-1 model introduced for the first time last year, the new model embodies a completely new drive mechanism, suspension principle and other improvements.

For additional information write to the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 5, Minn.

Finishing Agent Offered

Beauty-Tex, a new texturizing concentrate which can be used in the drycleaning wheel, the dip tank or by the spray method, has been announced by Signal Chemical Mfg. Co. It mixes easily with petroleum or synthetic solvent and is odor-

less, neutral, light-colored and nongummy.

Signal claims the compound restores the original body, feel and drape to cottons, synthetics, shantung, taffetas, silks, wools and blended fabrics, and also increases spot and wrinkle resistance.

Window streamers, decals, button tags, radio scripts, newspaper and direct-mail mats are offered free by Signal to help promote the process.

A free booklet on Beauty-Tex is available from Signal Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

Washer-Extractor Booklet

Washex has released a new bulletin with essential points for the plantowner on the operating benefits of washer-extractors. The bulletin serves as an aid in the selection of equipment.

According to J. P. Diepenbrock, vice-president, sales, the booklet is now available free upon request to Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.

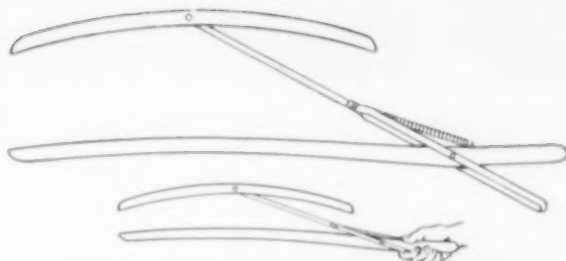
Oil-Resistant Suede Treatment Developed



A treatment for suede leather said to eliminate suede's natural oil hunger and make it water-repellent and oil-resistant both before and after drycleaning has been introduced by Minnesota Mining and Manufacturing Co., St. Paul, Minn. Used by leather manufacturers, the Scotchgard stain-repeller is said to aid cleaners in the processing of suede garments.

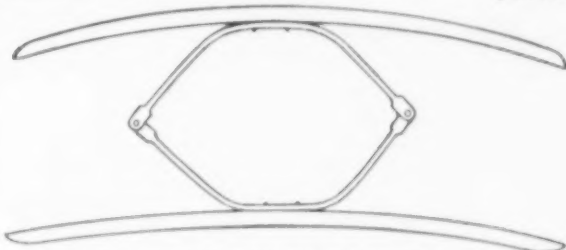
The photo shows that a suede jacket treated with the repeller can be steam processed as well as drycleaned and still retain water repellency and oil resistance.

The first treated suede available will be in men's and women's garments in the fall of 1957. Other applications will probably become available in 1958.



REVOLUTIONARY NEW SLEEVE NO. 6

The ideal sleeve form for finish work on Adjusta-Form or coat machine—coats, sweaters, dresses, etc. Floating arm is self-adjusting to size of sleeve. Coil spring tension during steaming operation. Form is easily depressed for entering sleeve—also for withdrawing from sleeve, without disturbing the fine finish. Weighs less than 1/4 lb. Length 23", expansion 11". **\$4.95**



NEW 3-B-7 SLEEVE FORM

New-type, non-breakable hinge. For Adjusta-Form or coat machine. Length 23", exp. 11". **Pair \$5.50**



Lowest Priced Marking Pen On the Market

With Giant Ink Supply

Both Mark Equally Well for Cleaning or Laundry

Only 39¢ ea.

No. 1 \$4.50 per doz.
No. 2 \$3.50 per doz.

Each pen perfectly balanced with a specially designed point for smooth writing. All brass cartridge of jet black ink, non-refillable. Money back guarantee. Order today by number.



NU-WEIGH ECONOMY HANGING SCALE

Ideal scale for selling service by wt. Approved by Dept. of W and M. Complete **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

Send for '57 Catalogue

REEL GARMENT HOLDER "It's All in the Reel"

Efficient and trouble free! Thumb control releases or retracts 5 ft. Nylon cord to desired length. Ideal for spotting or ironing board. 200 lb. strength test.

"The reel does it." - **Only \$3.95**

If your jobber cannot supply you write us direct.

NEWHOUSE SPECIALTY CO., INC.
3827 San Fernando Road, Glendale 4, Calif.



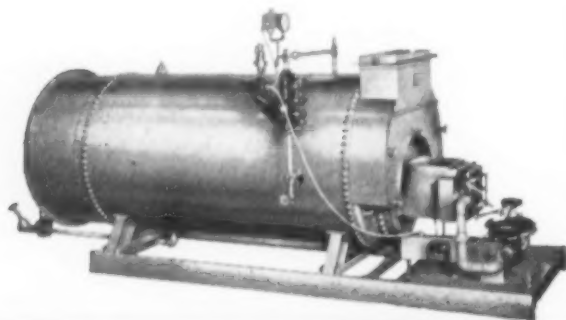


Scotch Marine Boilers

WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

"Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure."



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-X FUMIGANT

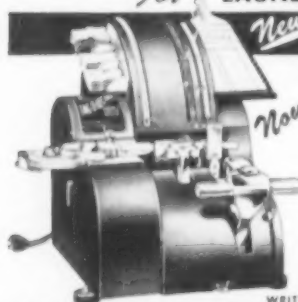
and Cleaning bags • Sponges • carding brushes • coat hangers • garment number guides • storage boxes • button covers • garment tags • storage receipts • and a complete advertising kit.

WALTER HAERTEL COMPANY

2840 Fourth Avenue South, Minneapolis 8, Minnesota

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For **LAUNDERERS AND CLEANERS**



Now! TAG-O-LECTRIC

Rheostat controls for consistently strong clear printing; and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE for FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.
2204 Erie Blvd. E. Syracuse 1, N. Y.

PEOPLE AND PLACES

NORTH EAST



Johnny-On-The-Spot Cleaners has been moved to new quarters at 648 Main St., Torrington, Conn. Mr. and Mrs. Morris Kaplowitz are the operators.

A grand opening ceremony was held recently at Miller's Cleaners & Menswear, Farmingdale, N. J. Council President Arthur Foster cut the traditional ribbon.

New equipment has been installed in Ruby's Cleaners, Mt. Lebanon, Pa. Morris Rubenstein is the owner.

Edward Fischer and Charles Smith have opened a drycleaning establishment at 134 Wilson Ave., Newark, N. J.

Norway Cleaners and Dyers, Norwood, Pa., has opened a branch at 4921 Governor Printz Blvd., Edge Moor, Del.

Ray Saselli is the manager of the new Orange Cleaners at 818 Miller Ave., Clairton, Pa. The new establishment is one of 15 operated by the Saselli family.

A drycleaning establishment has been opened in the new Yorktown Heights (N. Y.) Shopping Center.

Mr. and Mrs. Richard Stein have opened a drycleaning establishment at 411 Clifton Ave., Lakewood, N. J.

Suburbanite Dry Cleaners has opened a branch at 247 Bellevue Ave., Hammonton, N. J. The firm, owned by Charles Pierno and Philip Facenda, has its main plant at 1037 N. Egg Harbor Rd.

Albert Volpe is now operating Terry Lynn Cleaners in the location on Deer Park Ave., Deer Park, N. Y., formerly occupied by B. & A. Cleaners.

Arthur Catuccio recently opened Arthur's Cleaners at 1228 Chrysler Ave., Schenectady, N. Y.

Approval has been given to Conneau Cleaners for the construction of a drycleaning plant at 508 S. Livingston Ave., Livingston, N. J.

SOUTH WEST



Unnasch Cleaners, 416 Earl Garrett St., Kerrville, Tex., has been closed, it was announced by W. F. Unnasch, who has retired.

W. A. and Margaret Dalton have announced plans to purchase Pat's Cleaners, 4809 Townsend Ave., Los Angeles, Calif., from Lillian Lock.

Jack and Esther Bugdanowitz have opened their thirteenth branch of Dependable Cleaners, 1701 S. Broadway, Denver, in the new JCRS Shopping Center on W. Colfax Ave., Lakewood, Colo.

Collins Cleaners, Arlington, Tex., has been moved to new quarters at 300 W. Main St.

Thomas A. Hickson has opened a drycleaning establishment, his third, at 4905 Ross Ave., Dallas, Tex.

Hulen P. Munn has announced purchase of Robinson Cleaners, Winstboro, Tex., from Charles Robinson.

Nathaniel L. Hicks has announced plans to purchase Hollywood Junction Cleaners, 4007 Sunset Blvd., Los Angeles, Calif., from Solomon Wanger.

George Harper will manage the new \$25,000 drycleaning department recently installed by Casa Grande (Ariz.) Cleaners and Launderers, it was announced by Mike Franks, owner.

Glo Cleaning System, Dallas, Tex., has opened its twenty-sixth plant, in the Casa View section, with Charles Callaway as manager.

Holiday Cleaning and Laundry will open its twelfth Dallas, Tex., plant in the Lochwood Village Shopping Center, Garland Rd. and Jupiter, early this summer. The firm, headed by John J. Freiburger, also oper-

ates two plants in Atlanta and twenty in Houston under the name of Pilgrim Laundry and Cleaning.

A formal opening was scheduled recently for Gigantic Cleaners and Laundry, University Hills Plaza, Denver, Colo. The new store, Gigantic's ninth in the area, is the latest step in the company's expansion program.

NORTH WEST

New equipment has been installed in Model Cleaners, Tillamook, Ore.

A grand opening was held recently at Peacock Drive-In Cleaners, Langley, Wash., by Mrs. Vallie Yaklich.

Mr. and Mrs. Ernest A. Carson and Howard Johnson have opened Carson's Drive-In Cleaners, Gold Beach, Ore.

Mr. and Mrs. Roy Severson have moved DeLuxe Cleaners

to a recently purchased and renovated building at 1840 Main, Springfield, Ore.

An open house was held recently at Oregon Dry Cleaners at its new location, 65 N. Holladay, Seaside, Ore.

Harry's Cleaners, Casper, Wyo., has been moved to new quarters at 451 S. Ash.

Arthur H. Horton has opened a drycleaning establishment at Second and C Sts., Auburn, Wash.

SOUTH EAST

Mr. and Mrs. Paul F. Hendrick have purchased Quality Cleaners, Fort Meade, Fla., from Mr. and Mrs. John Carruthers.

Kenneth Croley is the new owner of Esquire Cleaners, 106 E. Broad St., Gadsden, Ala. The establishment was purchased from Harold Rains and Wendell Dowdy.

Capehart Cleaners, Oxford, N. C., formerly operated by Russell Campbell, has been acquired by W. L. Gregory and Louis R. Hutchinson.

Alex Chauffe, Jr., is the new owner of City Service Cleaners, Plaquemine, La. The business will be operated as Alex's Cleaners.

Leo Shelton has assumed ownership and management of Martin's Cleaners, Providence, Ky. The name has been changed to Shelton's Cleaners.

Property at 325 Metairie Rd., New Orleans, La., has been purchased by Blue Ribbon Cleaners for construction of a new cleaning plant.

H. E. Wiley, Jr., owner of Modern Cleaners and Laundry Service, 4228 Bay-to-Bay, Tampa, Fla., has announced plans for a large modernization and expansion program.

Darby & Sons, cleaners and laundries, has been opened in the Forest Hills Shopping Center, Montgomery, Ala., and is to be managed by James Blue Darby.

P. N. Phylar, president of Utopia Cleaners & Dyers, Inc., Birmingham, Ala., has announced the opening of the new Utopia One Hour Cleaners in the Rockwell Plaza Shopping Center.

Harry Footer and Co., drycleaners with 19 branch stores throughout western Maryland,

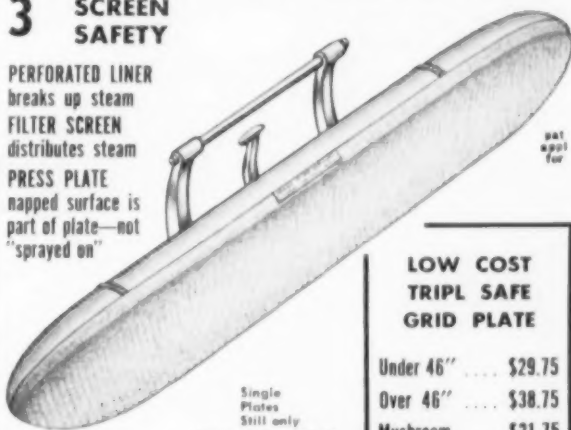
NEW KIND of GRID PLATE CAN'T MAKE A MISTAKE GROSS STAR TRIPL SAFE

Super safe for all fabrics—
nap-grained press surface with built-in steam-filter

**3 SCREEN
SAFETY**

PERFORATED LINER
breaks up steam
FILTER SCREEN
distributes steam

PRESS PLATE
napped surface is
part of plate—not
"sprayed on"



**LOW COST
TRIPL SAFE
GRID PLATE**

Under 46" \$29.75

Over 46" \$38.75

Mushroom \$21.75

Single
Plates
Still only
Under 46" ... \$16.85
Over 46" ... \$21.75
Mushroom ... \$12.50

From your jobber—insist on this famous nameplate

GROSS STAR GRID PLATE "for Better Pressing"
MFD BY L. BEHRSTOCK CO., 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022

BOCK

Bock Model M-100 now featuring

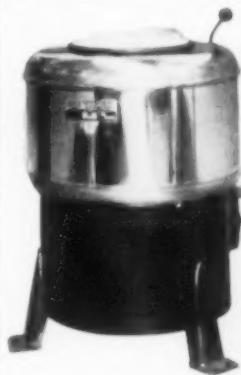
EXTRACTION

See your dealer for details.

Models available in 10, 15,
25, 50 lb. capacity.

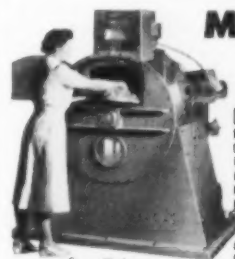
BOCK LAUNDRY MACHINE CO.,

Toledo 2, Ohio



MONEY MAKERS

by *Bill Glover*



Bill Glover

5204 E. 15th St.
Kansas City, Mo.

Please send us information on:

LAUNDRY

☐ WASHER EXTRACTORS
60-100-200 lbs. capacity

☐ OPEN-END WASHERS
25-40-60 lbs. capacity

DRY CLEANING
☐ AUTOMATIC
AIR FORM

☐ SPOTTING
MACHINE

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CITY _____

STATE _____

how you can improve QUALITY



**USE THE
Qualitex® PAD AND COVER**

ON ALL YOUR DRY CLEANING PRESSES

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Save time, money, trouble laundering shirts through H K's technical help and 106 years' experience. Full line of laundry and dry cleaning supplies. Nationwide service. Send for free booklet, "Better Way Washing Talks."

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GOLDMAN PRESSING MACHINE CORP.
400 WEST BROADWAY NEW YORK 12, NEW YORK

has opened its twentieth store, in the Frederick (Md.) Shopping Center.

Andrew J. Calicchio has purchased Southington (Va.) Cleaners, 32 Beecher St., from the estate of Alfred Orofino.

Klosterman's Dry Cleaners has been opened at 5536 Colerain Ave., Mt. Airy, Ky., by Albert Klosterman.

Watson Rocker and Lamar Gay have purchased Millen (Ga.) Dry Cleaners from Mrs. Myrtis Cook.

J. E. Norfleet has opened a dry-cleaning establishment at 302 Washington St., Marysville, Tenn.

Darby Cleaners, owned by Ben Darby, has been opened in the

new North Gate Shopping Center, Winter Haven, Fla.

Plans for a new drive-in plant at 306 E. Ash St., Goldsboro, N. C., have been reported by J. M. Fordham.

Jones Cleaners has been opened by James T. and Waymon W. Jones on Highway 441, Apopka, Fla.

Purchase of Excel Cleaners and Certified Suede and Leather Cleaners, Miami, Fla., by Harold Woolley was reported recently. Mr. Woolley presently operates Broad Street Cleaners, Keyport, N. J. Business at this location will be continued under the management of Gerald W. Simonson.

W. C. Feserman and J. C. Hodge have purchased Nu-Brite Cleaners at 815 Center Grove Rd., Kannapolis, N. C.

DOMINION of CANADA



Plans to build a new drycleaning plant have been announced by Sheppe Slutker, president of Trudeau's Cleaners and Dyers Ltd., 103 St., Edmonton, Alta.

Star Cleaners and Launderers has opened its eighteenth cash-and-carry store, at 2191 King St. E., Hamilton, Ont.

Door prizes marked the opening of the new 117th St. and Jasper Ave. plant of Page the Cleaner and Furrier, Edmonton, Alta.

Spotless Cleaners and Dyers, Vancouver, B. C., celebrated its twentieth anniversary re-

cently. Louis Zacks is president of the concern.

D. Milenkovich has purchased Universal Tailors & Cleaners, Swift Current, Ont., from Pete Etchar. The new owner also owns Veterans Dry Cleaners, First Ave. W. and Railway St., and will continue to operate both establishments under their respective firm names.

Save-Way Cleaners Ltd. of Fort William and Fort Arthur, Ont., celebrated its twentieth anniversary recently.

Markdale (Ont.) Dry Cleaners has been opened by Mel Lennox on Eliza St.

NORTH CENTRAL



Spie & Span Cleaners, Milwaukee, Wis., has opened its thirty-eighth store at 6909 W. Oklahoma Ave. The firm also plans to open two other units, to be located in the Times Square Shopping Center at N. 76th St. and W. Capitol Dr. and at 7736 Harwood Ave. in Wauwatosa.

Uptown Cleaners & Laundry, a division of Adelman Associates, Milwaukee, Wis., has announced that five new drive-in stores will be opened this spring. Aside from Uptown, which operates its main plant at 975 N. Hawley Rd., Adelman Associates' other divisions are

Novelty Cleaners and Laundry, 733 E. Capitol Dr., and Adelman Laundry & Dry Cleaners, 709 E. Capitol Dr.

Mr. and Mrs. Bill Loyd, proprietors of King Cleaners, Fourth and Howard Sts., Carthage, Mo., have purchased property at Second and Lyon, and will move the establishment there after completion of remodeling.

An open house was held recently by Q. L. Thompson at Lacy's (Ill.) Cleaners for the public to inspect new equipment.

M. B. Carver, owner of State Cleaners, Canton, Ill., has announced plans to open at 154 E. Chestnut St.

A contest sparked the opening of a new One Hour Dry Cleaning Plant at 807 Lee St., Des Plaines, Ill. The proprietor is Bert Powell.

Albert J. Moore and George Maloley have purchased DeFew's drycleaning establishment in Garrett, Ind. Mr. Moore will serve as business manager of the firm.

The sale of Supreme Cleaners, 512 S. Main St., Lima, Ohio, by Clair Callahan to Ivan Gilbert was announced recently.

An open house was held recently at Cass County Cleaners, Harrisonville, Mo., to demonstrate new equipment.

Mr. and Mrs. John Mroz, Sr., have opened Gem Dry Cleaners on Mill St., Waterloo, Ill.

Swan Cleaners, Columbus, Ohio, has opened its twenty-ninth unit, at E. Long St. and Hamilton Ave. Andre Gelpi is president of the firm.

Don's Cleaners, 114 S. First St., Watertown, Wis., has been purchased by Mr. and Mrs. Walter Karcher from Don Wollin. The establishment will be operated as Top Cleaners.

Carl A. Engel, Jr., has opened a drycleaning establishment on W. Mitchell St., Milwaukee, Wis.

An open house was scheduled recently at Phalen Dry Cleaners, 111 Madison, S. W., Mason City, Iowa, by Tom and Tim Phalen.

Brande's Cleaners, 1034 Sixth St., Nevada, Iowa, has been closed, it was announced by Mrs. Violet Brande.

Mr. and Mrs. Glenn Wells have acquired Almont (Mich.) Avon Cleaners, it has been reported.

OBITUARIES

Charles Albert Bennett, former operator of a drycleaning establishment in Simcoe, Ontario, Canada, died recently. Mr. Bennett operated the business for 25 years until his retirement in 1946. Surviving are his wife, a daughter and two sons.

Theodore Delardas, former operator of a drycleaning establishment in Morgantown, West Virginia, died recently in Greece, where he had been living since his retirement in 1953. Mr. Delardas is survived by his wife and a son.

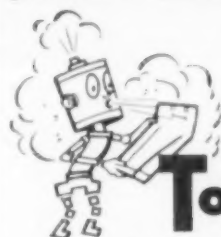
Roderick B. Dixon, operator of Ever-Ready Cleaners, Cleveland, Ohio, died recently. Surviving are his son and stepfather.

John LeBlanc, Jr., operator of Nu-Way Cleaners, Crowley, Louisiana, died recently. Surviving are his wife, two sons, a daughter and his parents.

Peter M. Messe, 72, retired owner of Pantorium Cleaners, Lake Geneva, Wisconsin, died recently. Mr. Messe, who had operated the establishment for 31 years, had been living in Sierra Madre, California. He built a shopping center there with a drive-in cleaning plant operated by his son-in-law, Joseph Delgatto. Surviving are his wife, daughter and three grandsons.

Continued on page 112

When used with a press as a unit you get more finished trousers per than you ever dreamed . . . and with one operator



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3. "The Laundry Primer"50
ABC's of washroom operation
4. "Storage for the Drycleaner"50
5. "Guide to Plant Layout" 1.00
making the drycleaning plant more efficient
6. "How To Train Finishing and Folding Operators in the Laundry" 1.00
7. "Manual for Training Wool Finishers" 1.00
the complete job on all types of garments
8. "Guide to Construction and Remodeling of Drycleaning Plants" 1.00
9. "How To Build a Greater Demand for Your Professional Laundry Services" 1.00
10. "Advertising That Builds and Holds Laundry Business" 1.00
11. "Fur Book" 5.00
complete textbook on cleaning, repairing and remodeling furs.
12. "Legal Decisions for the Drycleaner" 2.00
13. "The Charged-System Roundup" 1.00

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13		

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Continued from page 111

Joseph A. Pircio, 65, operator of Pircio Cleaners and Tailors, Ossining, New York, died recently. Mr. Pircio retired from business about three years ago. He is survived by his wife.

Leo Rubenstein, 46, partner in North End Cleaners and Atlas Cleaners, Chicago, Illinois, died recently of a heart attack. Mr. Rubenstein was also a licensed attorney. He is survived by his son and mother.

Abe L. Stein of Carman-Conley, Inc., Chicago, Illinois, died March 22. Mr. Stein became associated with Carman as a salesman in 1924, and was well known throughout the Chicago area. He is survived by his wife and three children.

William Waishblatt, 49, operator of White Leaf Cleaners, Paterson, New Jersey, died recently. He is survived by his wife.

MEETINGS SCHEDULED

May 2 and 3—Alabama Laundry & Cleaning Club, Annual Convention, Buena Vista Hotel, Biloxi, Mississippi.

May 2 and 3—Southern Laundry and Cleaners Association, Buena Vista Hotel, Biloxi, Mississippi.

May 9, 10 and 11—Pacific Northwest Launderers and Dry Cleaners Association, Olympic Hotel, Seattle, Washington.

May 10, 11 and 12—Dry Cleaners Association of the Dakotas, Annual Convention, Clarence Parker Hotel, Minot, North Dakota.

May 15 and 16—North Carolina Association of Launderers and Cleaners, Inc., Fiftieth Anniversary Convention, O'Henry Hotel, Greensboro, North Carolina.

May 16, 17, and 18—Idaho Launderers and Cleaners Association, Annual Convention, Rogers Hotel, Idaho Falls, Idaho.

May 16, 17 and 18—Midwest Cleaners & Launderers Convention (Kansas Association of Launderers & Cleaners and Associated Cleaning Services of Missouri), Robidoux Hotel, St. Joseph, Missouri.

May 19—New Hampshire Laundry & Cleaners Association, Annual Convention, Eastern Slopes Inn, North Conway.

May 31, June 1 and 2—California Drycleaners Association, Annual Convention, Claremont Hotel, Berkeley.

June 6, 7, 8 and 9—Laundry and Cleaners Allied Trades Association, Annual Convention, Mount Washington Hotel, Bretton Woods, New Hampshire.

June 13, 14 and 15—Mountain States Laundry & Dry Cleaners Association, Annual Convention, Stanley Hotel, Estes Park, Colorado.

June 21 and 22—West Virginia Laundry & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

FOR SALE—Modern laundry and cleaning plant with storage vault in fast-growing Mississippi town. Good trade area, minimum competition. Established 30 years, two owners. 1956 volume \$162,000. Building, equipment, trucks and land priced less than replacement. Will discuss reason for selling with interested buyer. **ADDRESS**, Box 8074, **NATIONAL CLEANER & DYER**. -2

For sale—cleaning plant in thriving southern Oregon town—Air Base under construction. Other major industries soon due. \$30,000 gross, good lease. Price \$18,500. Mr. E. L. Blevins, Fashion Cleaners, 129 South Seventh St., Klamath Falls, Oregon. 7657-2

BUFFALO, NEW YORK. Complete modern 1-hour synthetic drycleaning plant, centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. **ADDRESS**, Box 7979, **NATIONAL CLEANER & DYER**. -2

Modern laundry and drycleaning plant. Excellent location fast-growing San Francisco peninsula. Grossed \$300,000 1956. Owner retiring. **ADDRESS**, Box 8012, **NATIONAL CLEANER & DYER**. -2

FOR SALE—Medium-size drycleaning plant in southern Arizona county seat. Retail cash-and-carry. \$25,000 plus yearly. Wonderful climate for helping asthma or bronchial ailments. **ADDRESS**, Box 8009, **NATIONAL CLEANER & DYER**. -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits \$2.50 up, ladies' suits \$4.50 up, ladies' coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice \$10,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California. Phone Kimberly 3-7977. 8008-2

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. **ADDRESS**, Box 7956, **NATIONAL CLEANER & DYER**. -2

FLORIDA—MODERN SYNTHETIC. GOLD COAST NEAR NEW PRATT-WHITNEY PLANT. GROSS OVER \$40,000, STRICTLY RETAIL. TERMS. ADDRESS, Box 7926, **NATIONAL CLEANER & DYER**. -2

QUALITY PLANT, Martin unit, established route, rug machine rental. Central location. \$22,000 year, gross. Plaza Cleaners, 2127 Salvio St., Concord, California. 8047-2

For Sale: **MODERN DRYCLEANING PLANT**, established over 20 years in Southern California's most famous shopping center. Quality trade. Monthly gross \$7,000. Highly profitable. Address: P. O. Box 496, Beverly Hills, California. 7993-2

Solvent plant established 8 years. Northern Ohio town. Ideal for couple—\$13,500. Reason for selling, wife left to operate alone. **ADDRESS**, Box 8084, **NATIONAL CLEANER & DYER**. -2

Small cleaning plant including real estate. Gross last year \$11,441.11. Located between Harrisburg and Pittsburgh, Pa. For sale cheap. **ADDRESS**, Box 8099, **NATIONAL CLEANER & DYER**. -2

Complete Pantex Stoddard 60 lb. drycleaning unit. Can be purchased as a unit or separately. For more information, write Hollywood Cleaners, 814 Penn Ave., Wyomissing, Pa. Phone 5-4515. Very reasonable. 8101-2

North Idaho modern cleaning plant, good prices, fine climate, excellent set-up for man and wife. One-third down. **ADDRESS**, Box 8106, **NATIONAL CLEANER & DYER**. -2

For sale, drycleaning shop. Well established business for 12 years. Good location, completely equipped. \$18,000 gross yearly. Price \$9,500—retiring. Contact owner, F. M. Milner, 2363 30th St., San Diego 4, California. 8094-2

Drycleaning, established 1936, complete modern equipment. Only plant in Pennsylvania town. 4 trucks. 1956 sales over \$30,000. Rent \$65, price \$17,500. Apple Company, 1836 Euclid, Cleveland, Ohio. 8113-2

Complete small Stoddard solvent plant in northern Minnesota resort town. Near air base and new Taconite projects. Ideal for couple. North Shore Drycleaners, Two Harbors, Michigan. 8105-2

CLEANERS, Augusta, Georgia. Main plant and three substations. Small compt. 29-year landmarks. Illness. Price \$33,000. Department 8726. **DRY-CLEANING AND LAUNDRY**, Seattle, Wash. Profits \$14,537. Excellent equipment valued at \$20,000 plus! Real estate and living quarters and parking lot! Established 25 years. Expansion opportunities in additional delivery routes. Price, \$121,000. Department 24106. **DRYCLEANERS**, Central Virginia. \$43,000 volume. Downtown location. Equipment in good condition. Retirement plans. Price \$33,000. Department 8752. **DRYCLEANERS**, Omaha, Washington. Excellent location. Completely equipped. Building area: 24' x 80'. Price, \$10,500. Refer 24181. **CHARLES FORD & ASSOC., INC.**, 6425 Hollywood Blvd., Los Angeles, Calif. 8103-2

FOR SALE IN CENTRAL ILLINOIS, WELL EQUIPPED 5-PRESS SOLVENT PLANT ON MAIN STREET IN TOWN OF 20,000. VOLUME \$30,000. STRICTLY RETAIL. FULL PRICE \$15,000—TERMS CAN BE ARRANGED TO RELIABLE PARTY. LIVING QUARTERS. ADDRESS, Box 8108, **NATIONAL CLEANER & DYER**. -2

Michigan—140' F plant. Three can operate. Prices \$1.50 up. Fast-growing area. Well established. New building, ideal location. Parking off street. Cash-and-carry. Can clear \$10,000 yearly. Retiring from business. **ADDRESS**, Box 8109, **NATIONAL CLEANER & DYER**. -2

FLORIDA gold mine. Beautiful drive-in solvent plant, launderette, shirt unit, 90% cash-and-carry. \$65,000, \$25,000 down. **ADDRESS**, Box 7922, **NATIONAL CLEANER & DYER**. -2

CENTRAL CALIFORNIA, complete synthetic drive-in plant. Grossing \$20,000 cash-and-carry. Full price with real estate, which includes \$100 month rental—\$30,000. Half down. Established 16 years. Great opportunity. **ADDRESS**, Box 8091, **NATIONAL CLEANER & DYER**. -2

Solvent plant—extractor rinse and humidity controls. Old-established firm, quality reputation. Stores and routes. Ample parking. Two vaults. Lease with option to buy property \$140,000 volume. St. Louis, Mo. **ADDRESS**, Box 7977, **NATIONAL CLEANER & DYER**. -2

For sale—modern cleaning plant in fast-growing west Texas town. Good business. All machinery in good condition. **ADDRESS**, Box 8085, **NATIONAL CLEANER & DYER**. -2

Small modern cleaning plant suitable for husband and wife. Located in southern California. Cleaning unit, two presses, puff iron, spotting board and sleeve, 4-HP. Parker boiler, truck. Grossing around \$16,000. Price \$9,000. **ADDRESS**, Box 8119, **NATIONAL CLEANER & DYER**. -2

DENVER, COLORADO. Modern, well-equipped synthetic cleaning plant. Desirable, long-established location. C. J. Patterson, 1466 Ivanhoe, Denver, Colo. 8120-2

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WORKING MANAGERS FOR SYNTHETIC CHAIN OF DRIVE-IN CLEANERS AND SHIRT LAUNDRY PLANTS FOR NEW JERSEY AND NEW YORK AREA. MUST BE ABLE TO TAKE FULL CHARGE. HIRE AND TRAIN ALL PERSONNEL. \$4,250 STARTING SALARY PLUS 10% OF SALES. SEND PHOTOGRAPH AND GIVE FULL RESUME OF YOURSELF. REPLY WILL BE KEPT IN STRICT CONFIDENCE. ADDRESS, Box 8044, NATIONAL CLEANER & DYER. 7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

CAREER AT A STANDSTILL? Tired of working in Eastern or Midwestern heat and cold? Tired of trying to produce miracles with outmoded plant, equipment and ideas? Want to live and work in wonderful Los Angeles, California? Want to manage a really modern and progressive laundry and cleaning plant with present annual volume exceeding one million dollars? Write full details of proved ability and salary expected. All replies held in strict confidence. **ADDRESS, Box 8087, NATIONAL CLEANER & DYER.** 7

MANAGER—drive-in drycleaning and shirt laundry plant under construction. Must be take-charge man—willing to work. State experience, education, present employment, age and present salary. No interview without **COMPLETE** information. All replies confidential. **ADDRESS, Box 8086, NATIONAL CLEANER & DYER.** 7

PLANT MANAGER—Excellent opening in a new medium sized synthetic plant located in southwestern Michigan. Very desirable living conditions in medium-sized city. Old-established firm needs a man who can assume the responsibility of plant production. Institute graduate preferred. Permanent position with good opportunities. Write stating age, present employment, personal and business references. **ADDRESS, Box 8092, NATIONAL CLEANER & DYER.** 7

Working superintendent for modern central Illinois combination plant. We need an ambitious young man who knows production, is able to handle personnel, and is interested in his future. Write stating qualifications. **ADDRESS, Box 8097, NATIONAL CLEANER & DYER.** 7

Modern, progressive plant in South America, requires highly skilled production supervisor for drycleaning (Stoddard), wool and silk spotting, webbing, also capable training help. Finishing experience advantage. Detail experience and conditions required. **ADDRESS, Box 8098, NATIONAL CLEANER & DYER.** 7

Aggressive young man with drycleaning and shirt laundry experience to manage plant. Future unlimited, with opportunity to purchase plant. Located in east central Indiana. Owner retiring. **ADDRESS, Box 8115, NATIONAL CLEANER & DYER.** 7

SITUATIONS WANTED

Drycleaning manager, N.I.D. graduate both courses, production quality assured. Capable of assuming complete charge. Age 37. Steady and reliable. Please state details. **ADDRESS, Box 8085, NATIONAL CLEANER & DYER.** 5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. **ADDRESS, Box 7917, NATIONAL CLEANER & DYER.** 5

MANAGER, good executive capabilities, wishes relocation away from New York. Practical background in production efficiency, sales promotion, public relations, and general administration. Particularly interested in growth and diversification. My veteran's experience should help a young business go far and awaken an old one. Middle age, college educated. **ADDRESS, Box 7975, NATIONAL CLEANER & DYER.** 5

Position as manager or superintendent in quality drycleaning plant. Have 30 years experience in all phases of the industry. Can handle help and am very cost and quality conscious. Prefer Middle West or North Central states. **ADDRESS, Box 8112, NATIONAL CLEANER & DYER.** 5

SPOTTER-DRYCLEANER SUPERVISOR wants steady employment in medium-sized plant doing quality work. 30 years experience with thorough knowledge of every phase of the industry. Prefer Greater New York area. Over 18 years employment at the same place. Address: Henry M. Dorsey, 442 Bainbridge St., Brooklyn 33, N. Y. 8114-5

TOP CHICAGO SILK SPOTTER presently employed, fast, good, dependable. Top knowledge of chemicals. Desires position in **LOS ANGELES** area with quality drycleaning plant. Excellent references. **ADDRESS, Box 8075, NATIONAL CLEANER & DYER.** 5

DRYCLEANING SUPERINTENDENT—ALSO EXPERIENCED IN LAUNDRY MANAGEMENT. AGE 35, MARRIED. GOOD REFERENCES. **ADDRESS, Box 8093, NATIONAL CLEANER & DYER.** 5

SITUATIONS WANTED (Cont'd)

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purposes. **ADDRESS, Box 8060, NATIONAL CLEANER & DYER.** 5

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Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Suetta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

Salesmen wanted. Experienced, aggressive men wanted for Southeastern, Southwestern and Midwestern territories by rapidly growing specialty company. We have most extensive, competitive and up-to-date line. Full time, or as additional line when handling non-competitive products. Replies held confidential. **ADDRESS, Box 8070, NATIONAL CLEANER & DYER.** 14

WANTED: Experienced top-notch drycleaning soap salesman, residing East or willing to move. An exceptional opportunity for the right man to come in under reorganization of old-established manufacturer to secure a promising future. Give full details in confidence. **ADDRESS, Box 8096, NATIONAL CLEANER & DYER.** 14

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DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

STORAGE RECEIPT BOOKS \$1.50 per book, additional books \$1.00 each. Sample on request. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

HAVE YOU TRIED OUR EXQUISITE, FRESH, HAWAIIAN ORCHIDS? OUR EXPERIENCE PROVES THAT YOU WILL SHOW INCREASED SALES AND EXCITED CUSTOMER INTEREST. CAPITALIZE ON THE HAWAIIAN TREND! USE OUR MAGIC FORMULA . . . GIVE . . . HAWAIIAN ORCHIDS—COST AS LITTLE AS 10¢ EACH. WRITE FOR FURTHER INFORMATION. FLOWERS OF HAWAII, 670 S. LAFAYETTE PARK PLACE, LOS ANGELES 57, CALIFORNIA. 8003-10

Orlon-Dynel pile fabrics cleaned—refinished the furriers method. Our 25th year of serving the trade. Send for your price list today! Hudson Fur Cleaning Co., 101 Cranston Street, Providence, R. I. 7996-10

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial Street, Malden 40, Mass. 7577-25

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MANUFACTURERS REPRESENTATIVE—Well known dynamic operator with following among jobbers, salesmen in New York, New Jersey and Pennsylvania would like one or two additional lines of sound national companies. **ADDRESS, Box 8089, NATIONAL CLEANER & DYER.** 19

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1938.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422 E. East Fifth St., Hazleton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING AND CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

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MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

CUT DISTILLING COSTS 300%! Our new rags cost you no more than old rags, last three times longer for distilling your drycleaning fluid. Write or phone for free samples and prices. Standard Wiping Materials, 645 Dean Street, Brooklyn, New York. Nevins 8-1900. 8073-45

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." **WHITE'S, INC., Cleaners & Dyers, 2467 Texas Ave., Shreveport, La.** 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7003-12

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SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

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MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 8610 Clay Ave., Fresno 1, California.** 3476-8

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NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio.** 7446-89

The old reliable "**BERGER DAMAGE REWEAVING**" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "**BERGER DAMAGE REWEAVING COMPANY**," 765 Madison Ave., New York 21, N. Y. 5966-89

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly reweoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1108 MADISON AVENUE, NEW YORK CITY 28.** 150-89

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MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS, 413 Race St., Cincinnati 2, Ohio.** 7369-89

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO-DAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

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ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY, 1010 Republic Building, Chicago, Illinois.** 5470-89

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully reweoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. **French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y.** 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah.** Phone: 4-4052. 1629-29

FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 100 SATISFIED CUSTOMERS. SEND GARMENTS TO: MAFFE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 32, N. Y. 7854-29

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

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COLE LEATHER CLEANERS OF AMERICA: FOR OVER 40 YEARS WE HAVE BEEN CLEANING LEATHER AND SUEDE GARMENTS, GLOVES, HAND BAGS AND LEATHER LUGGAGE FOR THE TRADE. EVERY GARMENT CLEANED AND REDYED—ALL LININGS HAND FINISHED—A PERFECT JOB EVERY TIME—JACKETS \$5.00—COATS \$10.00—GLOVES (Short) 50¢. WE OPERATE A COMPLETE REPAIR DEPARTMENT. COLE LEATHER CLEANERS OF AMERICA, "Dept. N," 1887 SECOND AVE., NEW YORK 21, N. Y. PHONE LEHIGH 5-0250. 5968-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$17.50. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

CERTIFIED LEATHER SERVICE—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE**, 210 County St., New Bedford, Mass. 7919-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. Jackets—\$5, coats—\$10. **LeFRANCE DYE HOUSE**, 946 Shepley St., Youngstown, Ohio. 7947-13

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Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. **Advance Leather Coloring**, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Suede and Leather Specialties. Guaranteed "Lano-Lustre" process. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service**, 1304 McGee, Kansas City, Missouri. 8088-13

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-5

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 7670-5

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel. EV 9-6585. 7674-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of **PENN CLEANERS**, 207 W. 30th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2 girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION, 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOP EXTRACTORS, 5000 and 6000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 4-6666. 5378-4

ADJUSTA-FORMS—Rebuilt completely in every detail including new bag. Model P-1 Adjusta-Forms lowest price in America. Only \$169. Guaranteed. **Sara Freeman Co.**, Omaha, Nebraska. 8076-4

MACHINERY FOR SALE (Cont'd)

For Sale—Immediate delivery, subject to prior sale, completely rebuilt and guaranteed: 1—48" Prosperity extractor—220/3/60—\$1,525. 1—Super Zoric synthetic unit, fully automatic, complete recovery—\$2,250. 1—Butler 3,800 G.P.H. filter and pump—\$1,250. **WRITE, WIRE OR CALL—JENSEN MANUFACTURING COMPANY, PALMYRA, NEW JERSEY—MARKET 7-1463. 8063-4**

Hoffman Economy Petroleum unit, 1—30 x 40, 1—30 x 48 Monel washer, 1—26" extractor, 1—5 H.P. 220 volt 60 cycle, 3-phase drive shaft, 1—25 H.P. Lookout boiler. Reconditioned 31" coal stoker \$1,000. **Spotless Cleaners, Inc., Dunmore, Pa. 8062-4**

GIGANTIC LIQUIDATION SALE OF FINE LAUNDRY AND DRYCLEANING MACHINERY OF THE CHARLESTON LAUNDRY AND DRYCLEANING COMPANY, CHARLESTON, WEST VIRGINIA. SALE NOW GOING ON—BARGAINS GALORE! 1—8-ROLL 150" FLATWORK IRONER WITH TRUMATIC FOLDER. 5—42 x 84" AMERICAN MONEL METAL WASHERS. 5—42 x 96" AMERICAN METAL WASHERS. 200 H.P. MUND BOILER. 6—PROSPERITY COMPLETE SHIRT UNITS, POWER CIRCLE. 20—AMERICAN TUMBLERS. MISCELLANEOUS EQUIPMENT OF ALL DESCRIPTIONS USED IN A LAUNDRY PLANT. DRYCLEANING EQUIPMENT. ALL METAL WASHROOM, MOTOR-DRIVEN, WITH FILTERS, PUMPS, STILLS, HOFFMAN DRYCLEANING PRESSES, 38" AND 48" EXTRACTORS. 1—KLEEN HAMPER DRAPER FORM. PLEASE CONTACT TALLEY LAUNDRY MACHINERY COMPANY, CHARLESTON, WEST VIRGINIA—TELEPHONE, DICKENS 2-8181, OR GREENSBORO, NORTH CAROLINA—TELEPHONE 4-1594—3-8428—2-6254. EVERYTHING MUST BE SOLD! 8082-4

B. & M. SOLVENT STILL—brand new. Rated 150 GPH. Plus 25% capacity. Immediate shipment. Leas pump \$1,485, with MD pump \$1,625. A real buy. **Beeuwerle & Morris, Inc.**, 930 N. Front St., Philadelphia, 23, Pa. 8095-4

For Sale: Complete Hoffman drycleaning equipment to be moved. Automatic oil-fired 15 h.p. boiler with all controls, new tubes and return system. Two presses, 1, 1700 gal. filter with automatic scraper, 45 lb. washer-tumbler, 20-inch extractor, Cassell spotting board and sleeve. \$2,700 takes all. Need building, generating plant alone worth that. **J. W. Carmean, Frankford, Delaware. 8090-4**

2—Prosperity utility presses. 6A Prosperity synthetic machine, converted to 4" charged system. Detrex reclaimer. 12 HP. International Boiler. Ribbon Rite marking machine. **Montroux Cleaners, Montroux, Pa. 8110-4**

36 x 54 Butler metal cylinder, direct motor drive 220 3 phase washer. Like new. \$950. Two Huebsch tumblers, good condition, \$125 each. 7,000 gal. Olson tubular filter, used one year. \$1,200. **Diamond Cleaners, 1230 South Main Street, Burlington, Iowa. 8111-4**

One American Formatic shirt finishing press, excellent condition. Available immediately, \$3,500. **Chisholm Cleaners, 7305 Troost Ave., Kansas City, Mo. 8104-4**

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Cancer
On The Defensive!*

Together we can strike back

Give to

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NATIONAL CLEANER & DYER

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In June's National Cleaner & Dyer....

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Necktie Cleaning

Can Be Profitable

Flag Day Promotion

Supply Inventory Control

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dollars-and-cents features
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OUR READERS SAY

Navy S.O.S.

To the Editor:

I am a serviceman and at the present time we are not operating the dry-cleaning outfit. I am in charge of the plant. All work except press is sent out to the cleaners with contract.

What I'd like to get is information on how to operate a drycleaning plant. There are 800 men aboard and when we go to Cuba, I'm sure it would be a good idea if I put the plant into operation.

We have a unit with the tumbler and cleaning combined. But I know nothing of the setup.

Is there information I could get for a person beginning? I guess it would start at spotting. The reason this doesn't work is due to ventilation.

At the time being I am getting books from Quality Cleaners of Dorchester, Mass. If you can figure out from what I have written what information I need, I would appreciate it very much.

LARRY CAPEL

Ship Serviceman, Drycleaning Plant
U. S. S. Yosemite AD-19

We sent management data sheets from our current NATIONAL CLEANER & DYER Guidebook Issue. We also included a tear sheet showing the several textbooks available concerning drycleaning.—EDITOR

Material for Teaching

To the Editor:

As the teacher of Fashion Tailoring in the new O'Fallon Technical High School, I am extremely interested in building this department into one that will give the finest and most complete instruction possible. To do this I am attempting to obtain all possible material and equipment that might be available.

Various subjects are taught in this department, including sewing, tailoring, textiles, designing and pattern-making. Many of the students are planning to specialize in one or more of these branches of the industry, with a view toward choosing it as a career.

Having been employed in the industry for many years (several as manager) prior to becoming a teacher for the St. Louis Board of Education, I realize the importance of the textile

industry. The numerous miracle fibers have changed the entire production of cloth, also the methods used in producing finished products from the material.

Since I have found up-to-date instructional material difficult to obtain, I am taking the liberty of asking you if your company has anything available for use in public schools. Materials for demonstration and laboratory work are very badly needed, as the teaching of textiles is a new course in the department. Various fibers, spinning, types of weaves, dyeing, printing, spotting and cleaning processes are a few of the topics to be covered in this course.

FRANCES RUTHERFORD

Teacher of Fashion Tailoring
O'Fallon Technical High School
St. Louis, Mo.

We sent tear sheets we hope will be helpful. We have a book on alterations but this is temporarily out of print. We expect to have it available some time within the next few months.

—EDITOR

Advertising Budget

To the Editor:

We are in disagreement on what percent of gross should be spent for all types of constructive advertising.

Can you give us some help on this matter? Our gross is averaging \$800 per week. Our payroll is around \$390 per week. Our price schedule is \$1.50 per suit or dress, less 10 percent for cash-and-carry.

I would like to know what would be considered average and what would be considered tops for a special program.

Fort Wayne, Indiana

Industry leaders are generally agreed that drycleaners should budget 5 percent of their gross volume for advertising. Unfortunately, the in-

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

dustry average is much lower than that, ranging under 2 percent. Plants showing the greatest growth are the ones spending the recommended amount. We know of some instances where new ownership has taken over old-line plants that did little or no merchandising. They budgeted 10 percent for the first year, based on past sales, but before the year was out the cost was actually only 5 percent, because of the increased volume the merchandising generated.

This subject is covered very thoroughly in our March 1957 Guidebook issue.—EDITOR

Self-Service Trend

To the Editor:

We have noticed some discussion in previous issues of your magazine from time to time concerning self-service in the drycleaning industry.

Unfortunately, we have not been able to locate the relevant articles and I wondered whether you would be good enough to forward me some information concerning this new trend in the industry in which we are very interested. Perhaps you could send us tear sheets of the above mentioned articles or put us in touch with the leading companies who have introduced self-service in your country.

R. L. B. GLASS

General Manager
Brown-Gouge Limited
Camberwell, Melbourne, Australia

We are sending tear sheets of recent articles that deal with the self-service trend. More and more drycleaners in America are getting into this.—EDITOR

Material for Talk

To the Editor:

I am in need of some material for service club talk on drycleaning—beginning and up to present. Anything you may furnish will be highly appreciated.

WILSON HODGES
Hodges Man's Shop
Overton, Texas

The February issue of NATIONAL CLEANER & DYER carried a comprehensive history of the drycleaning industry, the first time this information has been available.—EDITOR

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OFFERS YOU...

3 specialized
charge soaps to
fill your
needs best



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MAXIMUM MOISTURE CHARGE SOAP

A real moisture soap. Allows even raw water to go into solution in large quantities. Eliminates moisture problems. Carries more water safely... solubilizes water instantly.

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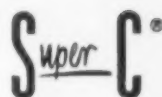
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*T.M. Reg. App. For



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BRENTWOOD, MARYLAND

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say thank you with...



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on most major items

What a wonderful time to announce a new lower price list! Your costs and ours have been going up—up—up. But the enthusiastic acceptance of Butler equipment by more and more Dry Cleaners gives us big volume production which enables us to cut manufacturing costs and spread fixed overhead. We are repaying that saving as a dividend to you—the dry cleaning industry—by reducing the price of most of our major items.

No change in Butler quality! It's still the finest equipment engineered. Designed to help you build your reputation for quality while cutting your time and labor to a minimum. And that's only one of the benefits

of dealing with Butler. Direct-to-you sales means we assume direct and immediate responsibility. Butler's national service means we stand ready to keep your equipment operating—without delays or excuses. Furthermore, our plant layout engineers are at your service for expert counseling.

Whatever your need in equipment—see Butler and find out how little it now costs to buy top quality—backed up by service with a capital "S".

Remember—everybody is interested in your business...
Butler is interested in your success!

For complete information write, phone or wire your Butler Sales Representative or nearest office:



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